Co-County Carbon Coordination End of Project Report

Contents

Executive Summary

The Co-County Carbon Coordination project was an innovative regional initiative aimed at accelerating the pace, scale, and coordination of net zero efforts across Derbyshire and Nottinghamshire. Led by a coalition of local authorities, the project tackled non-technical barriers to climate action through strategic planning, stakeholder engagement, and innovative tools.

Key achievements include the development of a co-county project pipeline, the launch of online renewable technology guides and the implementation of a unified Communication and Engagement Strategy. The Green Rewards platform was significantly enhanced and trialled in new areas, while the Solar Wizard tool was procured to support community-scale solar projects. A series of well-attended public events fostered community engagement and cross-sector collaboration, reaching diverse audiences including schools, businesses, and residents from all socioeconomic backgrounds.

Despite challenges such as resource constraints, governance hurdles, and shifting political landscapes, the project succeeded in laying the groundwork for future regional climate action. It enabled the procurement of nine Local Area Energy Plans and facilitated successful bids for additional investment, including £824k for LAEP development and £700k for a solar farm project.

The project demonstrated the power of collaboration, innovation, and strategic alignment in overcoming barriers to net zero. Its outputs are replicable and scalable, offering valuable resources for other regions and organisations pursuing climate goals.

The core membership of the project group was made up of representatives of the councils below, all from the East Midlands Combined County Authority area:

- Derbyshire County Council
- Nottinghamshire County Council
- Derby City Council
- Nottingham City Council
- Broxtowe Borough Council
- Gedling Borough Council
- Rushcliffe Borough Council

Additionally, the Midlands Net Zero Hub, which is hosted by Nottingham City Council, has provided support throughout the project.

Project Overview

The Problem

The core problem that the project sought to improve upon is the pace, scale and coordination of net zero efforts across Derbyshire and Nottinghamshire. Although there was existing collaboration and a number of initiatives in place, some key issues were identified as hindering progress:

- Lack of coordinated energy planning and strategic project pipelines.

- Insufficient public and business engagement in sustainable behaviours.

- Limited resources and capacity within local authorities to drive collaborative climate action.

- Inconsistent messaging and education around low carbon technologies.

- Gaps in data quality and availability to inform decision-making.

Non-Technical Barriers

Figure 1: Innovate UK Non-Technical Barriers Diagram

Vision

To create a **co-ordinated, scalable, and inclusive approach** to achieving net zero across the D2N2 region (Derbyshire and Nottinghamshire), by embedding behaviour change, strategic planning, and collaborative delivery.

Approach

1. Recruit a Net Zero Innovation and Delivery Officer to lead and coordinate efforts.

2. Develop a regional energy master plan and a co-county project pipeline.

3. Develop and implement a stakeholder engagement strategy focused on behaviour change.

4. Share best practices (e.g., Green Rewards platform, Renewable Energy Planning).

5. Use data-driven tools to support place-based decision-making.

Four broad objectives were established:

1. Take a co-county approach to energy planning.
2. Develop a project pipeline that will enable the co-ordination of net zero activity at scale, attracting investment and creating local jobs.
3. To create an engagement and communications plan that that brings citizens and businesses on the journey to net zero.
4. Explore the lessons learned from Green Rewards in Nottinghamshire and identify opportunities for development across the combined county area, to support behavioural change.

To deliver against these objectives, the project was divided into 7 interacting work packages:

Work Package 1: Project Set-up*

Key deliverables: Project documentation, completion of training

Work Package 2: Data Collection

Key deliverables: Gather project data, gather consumption data,

Work Package 3: Engagement Plan

Key deliverables: Engagement & Communications Strategy, 6x Local events, 2x Regional

Events

Work Package 4: Strategy & Energy Planning

Key deliverables: co-ordinate Local Area Energy Planning; bespoke end-user guides, support regional energy projects

Work Package 5: Green Rewards

Key deliverable: increased uptake and engagement from pre-project baseline

Work Package 6: Project Management*

Key deliverables: Project documentation, co-ordination of project partners' activity

Work Package 7: Attendance of local energy/environment forums and events*

*Background activities

Resourcing

A Net-Zero Innovation and Delivery Officer was appointed by the lead bidder (Nottingham City Council) to work full time on the project, whilst each participating council put forward a lead officer who contributed a proportion of their time as match-funding-in-kind. Various aspects of the project were subcontracted to third parties using the grant funding provided by Innovate UK, as will be detailed later in this report.

Building a project team with a broad range of skills and experience and combining this with the ability to access external support – both by commissioning work and by accessing the support provided by Innovate UK through the Future Ready programme was the main way in which the project sought to address the 'Capability & Skills' barrier *(See Figure 1).*

Innovation

The innovation in this project lies in its collaborative, region-wide approach to tackling non-technical barriers to net zero, which has not previously been implemented at this scale across the region. Key innovative aspects include:

- Consistent Regional Messaging: The project developed a shared Communication and Engagement strategy to ensure consistent communication across the region. This addresses the confusion caused by mixed messaging and supports both residents and businesses in adopting low carbon technologies effectively.

- Addressing Knowledge Gaps: A major barrier identified was the lack of understanding among citizens and businesses about low carbon technologies and how to use them.

A number of topic/audience focussed events sought to improve this, along with the web-based technology guides.

- Co-ordinated Energy Planning: The creation of region wide Local Area Energy Plan and a co-county project pipeline represents a strategic approach to aligning local authority efforts which, while not unique, is rare at this scale. This will enable more efficient, data-driven decision-making and project delivery.

- Behaviour Change Through Gamification: Developing the innovative Green Rewards platform and trialling the new features developed with Derbyshire local authorities, aiming to kickstart adoption across the county so that citizens in both counties can access it.

The project was very broad and as such touched on a number of non-technical barriers, including:

Communities & People, Social Equity & Inclusion, Capability & Skills, Digitalisation & Data and *Permitting & Planning.* (See Figure 1)

Although governance was not specifically identified as a barrier, perhaps because it is everpresent in Local Authority work, the project has required some work in this area in relation to procurement and joint working, particularly in respect of digital information sharing.

Work Package 2 covered all of the identified barriers to some extent by gathering, collating and analysing various data to underpin subsequent actions and decisions.

Work Package 3 aimed to address *Communities & People* and *Social Equity & Inclusion* by setting out and then enacting engagement activities with a diverse range of stakeholders.

Work Package 4 aimed to address *Capability & Skills* by improving access to information and building the basis for energy projects in the region; *Digitalisation and Data* and *Permitting and Planning* through Local Area Energy Planning with associated Digital Twin.

Work Package 5 addressed *Digitalisation and Data* and *Communities and People* by building on the Green Rewards platform and opening up opportunities for communities to benefit from ward level prizes.

Impact

The project delivered a number of outputs, including:

Communication and Engagement Strategy, developed for the project but useable on an ongoing basis by project partners (appendix 1)

A web based Renewable Energy Guide

https://www.midlandsnetzerohub.co.uk/knowledge-hub/renewable-energy-guide/

One of the expected project outputs was what were termed 'Technology Guides' – short written guidance aimed at people who had either had renewable energy measures installed as part of a grant funded scheme or that might consider installing them independently. In researching content for these it quickly became apparent that writing new guidance would be a duplication of effort as there was already good guidance available on the technologies and subjects identified, so the focus moved to identifying the best guidance from trustworthy sources and building a web based tool to help users navigate to the information they need.

Project Dashboard

A collated list of all ongoing and potential LA led net zero related projects in the region, with an analytical dashboard (see appendix 4)

Development of the Green Rewards Platform

Two innovative new features for the app were developed through this project and roll out for trial with two new councils in Derbyshire. The features are:

1. Green Home Guide (Interactive House):
   A gamified, interactive tool that lets residents explore different areas of a virtual home and garden to learn how to reduce environmental impact. It includes quizzes, drag-and-drop activities, and actionable tips, rewarding users with points for completing sections. See Figures 2-4 below.

2. Personalisation Feature:
   Allows residents to choose a topic of interest—biodiversity, food waste, or home energy efficiency—upon registration. This customizes their experience by showing relevant activities, aiming to deepen engagement and empower residents through choice.

See appendices 2 and 3 for further information.
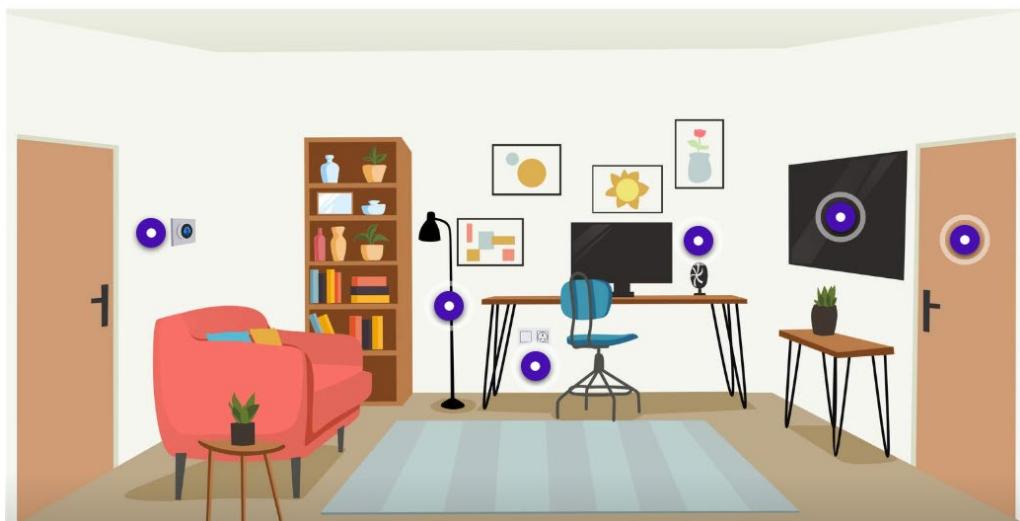
Figure 2: Green Home Guide – house level
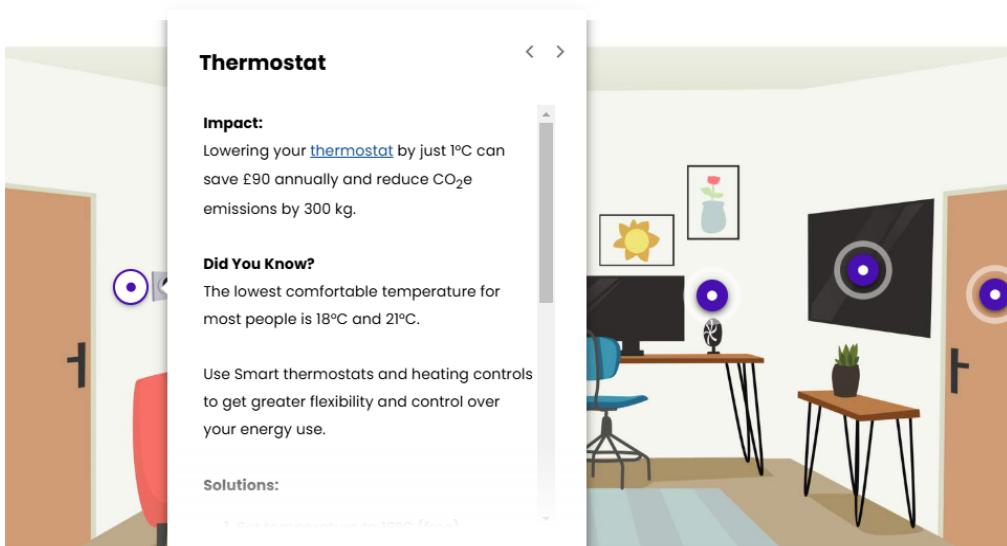

Figure 3: Green Home Guide – room level

Figure 4: Green Home Guide – interactive information panels

A programme of events:

Derby Home Energy Advice Event, March 2024

| Walk in event hosted in a Derby city centre shopping centre | Stalls for fuel poverty charities local groups and businesses | Several visitors able to get help with billing issues and access to grants |

Fast Forward to Net Zero – *A route to Net Zero for our region*, Nottingham, July 2024. Hosted by Nottinghamshire County Council

| Speakers: MNZH, EMCCA, UoN, IUK BC | Impact: stronger relationship between council and organisations represented | ~100 attendees |

Community Energy Event, Derby, February 2025. Hosted by Derbyshire County Council

| Presentations from EMCCA, Regen, Mott Macdonald (LAEP) | Workshops on bidding & funding, building decarb., group set up, transport | 98 attendees (oversubscribed) |

Climate Change Forum, Beeston, March 2025. Hosted by Broxtowe Borough Council

Climate Change Event featuring presentations, workshops and stalls

Impact: Facilitated session on school climate action plans + LAEP engagement

138 attendees, including schools, business and community group representatives

Our Future for a Cleaner, Greener Gedling, Arnold, June 2025. Hosted by Gedling Borough Council.

Event hosted in local cinema/theatre, featured a mix of short films and talks

Local and locally active businesses and charities heavily involved

Short films made will be a legacy of the project for Gedling Borough Council

Technology Showcase, British Geological Survey, Keyworth, June 2025. Hosted by Rushcliffe Borough Council

Technology focussed event hosted by Rushcliffe BC at the BGS HQ

Opportunity to see large scale renewable installations in situ

Talks, workshops, stalls and tour. Opportunities for in depth enquiries

Climate Ambassadors Primary Schools Event, Nottinghamshire, June 2025. Hosted by Nottinghamshire County Council

Activity based climate change event aimed at primary schools

Impact: Pilot event for potential roll-out of Climate Ambassador scheme to primaries

Hands on activities and opportunities for children to learn about climate change and share their views

Solar Wizard

Solar Wizard is an online tool developed by the Centre for Sustainable Energy to assess the solar PV potential of individual buildings across Great Britain. The free version allows homeowners and communities to input an individual address and receive quick, impartial estimates of solar output, installation costs, and savings. The paid for version, designed for local authorities and partners, includes a map-based interface with advanced features like bulk building analysis, financial modelling, and data export. This version supports strategic planning and community-scale solar project.

Project team members from the city and county councils collaborated on a successful bid for Midlands Net Zero Hub funds to obtain licences for the paid-for version of the Solar Wizard tool for themselves and the district and borough councils in both counties. Participating councils can use the tool themselves or allow access to community groups.

In terms of social benefits, the activities in the Communication & Engagement Strategy have had a multi-generational reach, including engagement with schools which has historically been very difficult for project partners to achieve. People from a wide range of socioeconomic backgrounds have attended our events, from those in fuel poverty through to those considered able-to-pay.

Engagement with community groups and particularly community energy groups has been strong throughout the later stages of the project. One of these groups has secured Community Energy Fund funding to progress their project and will be an immediate beneficiary of the Solar Wizard tool.

This project coincided with something of a breakthrough in engaging with schools on climate change and net zero, which in the years since academisation had been very hard to achieve. We were able to support this through the events programme – with a workshop for schools to develop their Climate Action Plans forming part of the Climate Change Forum and Nottinghamshire County Council's support of the Climate Ambassadors programme – including this project funding an event to kickstart extending its reach into primary schools.

Quantitative environmental outcomes are difficult to measure in a project like this, but with the Green Rewards project (Work Package 5) by Team Jump's estimation, in the first three months of the programme, residents logged 4,607 actions which resulted in an estimated:

- 10,009 kg CO_2e avoided
- 551 meat free days
- 11,293kWh energy avoided through switching off
- 5,160 kg waste avoided by recycling and avoiding singe use items

Expected future impact

This project enabled the start of a programme of nine Local Area Energy Plans across the region which, when complete, will inform immediate future priorities and projects both for the individual local authorities involved and for the region via the combined authority.

For Broxtowe, the Citizen Visioning project they were able to run with resourcing from the Net Zero Living programme has provided recommendations for future responses to and action to mitigate flooding. It has also provided them with the opportunity to create a new network of Green Champions which is more representative of the Borough than previous forums made up only of those with a pre-existing interest in climate action.

Across the region, community groups have been energised by meeting and interacting with each other and with the project and will likely be in a position to expand their membership and the scope of their activities as a result. New groups may even emerge, and Nottinghamshire County Council is planning to strengthen their offer to Community Groups having seen the scale of activity happening in Derbyshire.

Follow on funding

LAEP Funding

The project provided the funding and capacity to enable the procurement of consultants to begin a Local Area Energy Plan (LAEP) for the region, along with covering associated legal costs and the purchase of proprietary data sets. Originally the LAEP contract was to be funded by contributions from all of the local authorities within the project area, but with this project having brought it to readiness concurrently with the formation of a new strategic authority – the East Midlands Combined County Authority- project team members were able to successfully make the case for funding to be included in the devolution settlement, leveraging an additional £824k (excluding VAT) to ensure LAEP could proceed. This in turn

will provide the evidence base for the combined authority to set out its priorities in relation to Climate Resilience and Green Growth and, hopefully, bring in large amounts of funding for the energy transition in the region.

Mayoral Renewable Fund

The collation of the regional projects list, which formed part of Work Package 2, enabled a rapid response to the opportunity for Strategic Mayoral Authorities to bid for funding from Great British Energy for renewable energy projects that arose in March 2025. There were very tight timescales for this funding and specific criteria in terms of project readiness. The data structuring undertaken as part of this project made it very easy to identify a small number of suitable projects and one of these – a solar farm on a former colliery site in Derbyshire – was successful in securing £700k from this fund.

Derby Pocket Parks

Supplementing the 'ward prize' aspect of Green Rewards, Derby City Council will be directing some of its Transforming Cities Funding to rewarding the highest scoring ward in the city with a new 'Pocket Park'

Challenges Faced

The first and perhaps largest challenge was the change in project team members between the bidding and delivery phases. When combined with the breadth and relatively loose definition of the project's aims this meant that it took some time to come to a shared understanding firstly of what the project was about, what it aimed to deliver and then what each person's role would be in this. In some ways the relatively open framing was helpful in that it left space for those joining the project post-bid to input into better defining the aims and priorities.

Limitations in project team member capacity were expected, as many were balancing this work alongside other responsibilities and team sizes vary considerably. In consequence engagement across the region varied throughout the project.

As the project progressed, the team shared expertise and materials across the partnership to reduce duplication and maintain consistency. Project partners supported each other's events and activities, to ensure they happened and ran smoothly. We also played to the strengths of individuals, assigning tasks based on capacity and expertise. In-person engagement - both within the project team and at public events - helped build relationships and improve communication.

Governance challenges were expected to some degree, particularly the extended timescales that can arise when working with local authority legal, procurement and IT teams. This issue was compounded by Nottingham City Council's section 114 declaration, which added an intense level of scrutiny and additional administrative burdens not just to the

project but to all of the above departments that needed to be involved. The use of external solicitors, facilitated by the project budget, was a major help in keeping the project moving.

Beyond the initial set-up of a project Teams channel and Sharepoint, the use of internal IT teams was minimised by making use of the technical support offered by Zühlke, favouring existing tools and by opting for externally managed, web-based solutions where possible. Where the use of the internal IT team was unavoidable, response times and support levels did present significant problems, to the extent that the completion of aspects of the project within the agreed timescales was in jeopardy and this, understandably, led to frustration of project team members.

Procurement was another known challenge. Identifying a compliant route for commissioning private sector partners we knew we wanted to work with, most notably Team Jump – developer of the Green Rewards platform – was difficult. Demonstrating best value when a product or service is very niche and has no or very few competitors is a problem that frequently arises with Climate Change and Net Zero projects.

Business engagement was also difficult to secure, partly due to the broad nature of the project, which made it harder to communicate clear outcomes or benefits. Previous experience of project participants was that businesses will only engage if there is some potential financial benefit to them. In this respect getting support from businesses for the events was easier as they represented a promotional opportunity so there was mutual benefit.

A shift in the local political landscape late in the project introduced uncertainty, particularly for county councils, where new administrations brought changing priorities. In response to political changes, county councils agreed to revisit their ongoing involvement beyond this project once the new administration's priorities become clearer.

Next Steps

Learning from the project will be sustained and embedded through continued and newly established regional engagement. Channels for sharing information and engaging businesses will be maintained and developed. The combined authority's priorities should soon be clarified and opportunities for aspects of this project to continue or be built upon will hopefully emerge. The ultimate outcomes of LAEP will be the obvious aspect that the combined authority will run with, but other project outputs that may be taken forward include the project dashboard tool and potentially a region-wide roll out of Green Rewards.

Dissemination of learning will be carried out through a range of activities. These include independent repetition of events, such as the Climate Change Forum (2026). Presentations on aspects of the project to local networks – for example presenting the outcomes of Broxtowe's Citizen Visioning to the Local Authority Energy Partnership and Green Rewards to the Urban Development Exchange. Resources developed for the project will be re-used - for example each of the videos developed for the Gedling event will be re-used for specific initiatives, including promotion of a cycle to work scheme and a salary-sacrifice EV leasing scheme.

Key Learnings

One key learning was that there was a lot more net zero related activity happening in the region than any individual project team member was aware of. In conducting a gap analysis for the region, with a view to refining the projects aims and targeting resource, it emerged that there were initiatives and activity happening somewhere in the region for any given area of activity. This led to a slight adjustment in focus, to try to enable regional spread of locally focussed best practice and to bolster communication of existing activities.

A high level of interest and activity among community groups emerged as the project progressed, and the team were pleasantly surprised not just by the interest but by the breadth of activity and the depth of understanding on show.

Internally, both opportunities and challenges were encountered by project partners when working across departments such as Planning, Housing, Public Health, and Economic Development. Whilst undoubtedly difficult to achieve, breaking down siloed working improves outcomes. Having a nexus of focus such as LAEP helped to encourage this internal engagement where a generalised ambition might have failed.

What worked well

Strong collaboration between the project partners and across the wider area was achieved. The programme of events in particular brought out the best of this collaboration. They were successfully organised and run, well received and attended and helped bring people together around shared goals.

Work package 5 – Green Rewards significantly exceeded early expectations, which were just that the benefits of participating and the best practice in Nottinghamshire would be communicated, in the hope of encouraging Derbyshire councils to join the programme. Whilst the budget available through this project could have potentially simply funded this expansion, the requirement for innovation meant that instead, the platform was significantly developed, to include features that Nottinghamshire project partners were keen to have, and that two Derbyshire councils were able to roll out the newly updated platform on a trial basis.

Similarly, while the ambition of the project was to lay the groundwork for LAEP, there was insufficient funding and resource to actually undertake the work, so this was not in the scope. Nevertheless, through a combination of fortuitous timing and the tenacity of the original project lead, full funding was obtained from the newly formed combined authority. This project was instrumental to being ready to proceed at that key moment and the relationships already established have been a significant help in maintaining progress.

What didn't work so well and why?

Other than the lead council, Nottingham City Council, participating councils did not make a financial claim through the project for additional or backfill staffing, instead pledging existing officer time as match funding in-kind and this meant that the project had to be delivered alongside existing responsibilities. Team sizes within each council also varied. Some project partners found that they needed to spend considerably more time than they had originally

anticipated at some points in the project and at other times, other work had to take priority. This meant that engagement levels and priorities varied across partners and over time, which made coordination more difficult.

An ambition of the project was to launch joint energy projects, collaborating on aspects such as procurement and legals to make efficiencies for individual project partners.
This was achieved in the LAEP, Green Rewards, and Solar Wizard, however two of those three were covered by other work packages and project objectives. It proved difficult to identify other projects that were compatible with the time and money available and that were also not being undertaken by others

Finding a suitable digital platform for a shared regional project dashboard proved difficult. This is detailed in appendix 4

Although the events that were delivered through the project were well received and well attended, it is likely that a broader demographic could have been reached if they were run on a weekend, however this would have significantly increased venue costs and made resourcing more challenging.

If the project were to be repeated, a more realistic approach to time and resource planning would be taken, including a financial claim for all officer time. Greater effort would be made to align priorities early on and improve internal coordination. For others looking to build on this work, it is recommended that time be spent understanding existing local activity and its impact. Flexibility and regular communication should be prioritised to support collaboration and progress.

What Could Others Use or Replicate

Project outputs that can be used by others

- Renewable Technology Guides: https://www.midlandsnetzerohub.co.uk/knowledge-hub/renewable-energy-guide/

- Case Study Videos (Gedling) – these videos were developed for the Gedling Borough Council Event 'Our Future for a Cleaner, Greener Gedling' covering the topics of:
    - Living in a new-build low carbon home
    - Living with an EV
    - Decarbonising a small business
    - A homeowner's deep retrofit journey
    - Active travel

    https://www.youtube.com/watch?v=hs5KTKk98Ys&list=PLxe2bml9ra7sXtRTCyhicKfJPZ6X9DWLJ

- The project Communication & Engagement Strategy (appendix 1) could be adapted to suit other projects or indeed a local authority's climate related activity

- The Citizen Visioning model could be adapted to suit any form of local authority engagement. See details on Broxtowe Borough Council's website here: https://www.broxtowe.gov.uk/for-you/climate-change/citizen-visioning/

- The project data structure developed for the Project Dashboard tool could be used by others, and any of the platforms explored may be suitable to different circumstances.

Useful Tools and sources of information

- Census Data—get an awareness of your demographics to help to target your activities https://www.ons.gov.uk/visualisations/customprofiles/

- Solar Wizard – solar potential mapping tool developed by the Centre for Sustainable Energy. Project partners collaborated through this project to secure funding for the paid-for version of the tool. This is intended to provide a resource for community groups and other organisations to help them to look for opportunities to set up solar projects in a given area, as well as to support the work of the local authority itself. A free version which can be used to look at individual buildings is available here: https://solarwizard.org.uk/

- Energy Saving Trust's Home Analytics data set forms the basis of Local Area Energy Planning and any council planning LAEP should factor in the cost of acquiring it

- Extensive guidance on LAEP, among many other topics, can be found on Energy Systems Catapult's website https://es.catapult.org.uk/

We worked with the following organisations and would be happy to recommend them to others:

- Team Jump (Green Rewards) https://teamjump.co.uk/

- Nottingham Energy Partnership https://www.nottenergy.com/

- Marches Energy Agency https://mea.org.uk/

- Midlands Net Zero Hub https://www.midlandsnetzerohub.co.uk/

- Involve UK (Citizen Visioning) https://www.involve.org.uk/

- Energy Saving Trust https://energysavingtrust.org.uk/

- Regen https://www.regen.co.uk/

- Centre for Sustainable Energy https://www.cse.org.uk/

- Local Authority Energy Partnership (Local Organisation)

Conclusion

The Co-County Carbon Coordination project has played a valuable role in advancing the region's net zero ambitions by improving collaboration, strategic planning, and community engagement across Derbyshire and Nottinghamshire. While not without its challenges, the project delivered a range of practical outputs—from enhanced digital tools and engagement strategies to the groundwork for Local Area Energy Plans—that will support ongoing and future climate action.

The funding enabled participating councils to trial new approaches, deliver on innovative ideas, share learning, and build capacity in areas that had previously lacked coordination. Although some ambitions proved difficult to realise within the project's timeframe and resources, the initiative has laid a solid foundation for more integrated and effective regional climate work.

As the East Midlands Combined County Authority begins to define its strategic direction, the tools, relationships, and insights developed through this project offer a useful starting point for shaping future priorities and investment in the transition to net zero.

Glossary

Carbon neutral – The amount of carbon dioxide released into the atmosphere is equal to the amount removed from the atmosphere. This differs from 'net zero' in that it only includes carbon dioxide, and not other greenhouse gases. Carbon neutrality relies more on offsetting emissions, rather than focusing on carbon emissions reduction first.

CSE – Centre for Sustainable Energy

D2N2 – Derby, Derbyshire, Nottingham, Nottinghamshire – regional economic area and former Local Enterprise Partnership – now subsumed by EMCCA

EMCCA – East Midlands Combined County Authority

ESC – Energy Systems Catapult

EST – Energy Saving Trust

EVs – Electric Vehicles

IUK BC – Innovate UK Business Connect

Team Jump – Developer of Green Rewards app

LAEP – Local Area Energy Plan(ning)

MEA – Marches Energy Agency

MNZH – Midlands Net Zero Hub

NEP – Nottingham Energy Partnership

Net Zero - The amount of greenhouse gas emissions emitted into the atmosphere by human activity is equal to the amount removed from the atmosphere. Net zero focuses on reduction of emissions as much as possible before offsetting.

SMEs – Small to medium sized enterprises

UoN – University of Nottingham

Zühlke – Zühlke Engineering – technical partner

Index of Appendices

1. Co-county Carbon Coordination Communication and Engagement Strategy (p24-48)

2. An Introduction to Green Rewards for Local Authorities (p49-59)

3. Green Rewards Project Report (p60-75)

4. Project Dashboard Development (p76-88)

Communication & Engagement Strategy

Contents

Introduction

All councils across Derbyshire and Nottinghamshire have committed to become carbon neutral or reach net zero between 2027-2040. This commitment relates mainly to their own operations, but some have committed to carbon neutral or net zero targets for the whole of their authority's geographic area. However, the scale of emissions reduction required to achieve these targets requires a much greater breadth of action than councils alone are responsible for. Working in partnership is therefore crucial in co-ordinating net zero activity at a scale great enough to meet these challenging targets, not only between local authorities but also between communities, organisations and other stakeholders.

The project, part of the Innovate UK Net Zero Living Programme, aims to address these challenges by taking a co-county approach to energy planning, and will bring residents and businesses on the journey to net zero. This document sets out how the project partners will engage with a range of stakeholders, including residents, businesses, HE and FE education providers, low carbon technology training providers and installers to facilitate behaviour and organisational change towards net zero targets.

The level of emissions reduction required relies on significant uptake and implementation of low-carbon systems, the success of which will depend on having the necessary supporting infrastructure in place. This project seeks to identify the current shortfalls in supporting infrastructure that are preventing communities in the areas of Derby, Derbyshire, Nottingham and Nottinghamshire, known as the East Midlands Combined County Authority (EMCCA) area, from taking greater action towards reaching net zero.

This will involve identifying and addressing the barriers preventing residents and businesses from making these changes. By engaging with residents and businesses, the project aims to identify solutions to the current blockers of change, and to facilitate stakeholders in acting on low-carbon solutions.

The core membership of the project sponsors group is made up of representatives from the East Midlands Combined County Authority area and include:

- Derbyshire County Council
- Nottinghamshire County Council
- Derby City Council
- Nottingham City Council
- Broxtowe Borough Council
- Gedling Borough Council
- Rushcliffe Borough Council

Guiding Principles

This project will engage a range of stakeholders and partners who all have varying levels of knowledge and understanding regarding climate change and net zero. It is therefore crucial that communication with these groups is appropriate to their needs and level of understanding. When engaging with stakeholders and partners this project will:

- Be inclusive, representative and accessible to all.
- Remain open and transparent in its actions.
- Make the best use of resources and spend funding appropriately.
- Use the knowledge of experts to guide decision making.

Key Objectives

1. To enable residents, businesses, organisations, and communities within the EMCCA region to take a partnership approach to tackling climate change.
2. To facilitate stakeholders in taking informed decisions and implementing sustainable actions to move towards net zero.
3. Embed long term behaviour and organisational changes that align with net zero targets, leading to a reduction in carbon emissions across the EMCCA region.
4. Provide consistent messaging on the progression to net zero across the counties.

Vision for engagement

Effective engagement with stakeholder groups across the region is needed to enable systemic change and for emission reduction across all sectors; transport, domestic, industry, public sector and commercial.

Engagement with stakeholders can achieve the key objectives through:

- Informing local authority policy and decision making
- Building support and catalysing ideas for change that come from within communities
- Delivering and sharing resources that address the needs of local stakeholders
- Identifying the most appropriate, achievable, and significant ways that stakeholders can contribute to reaching net zero.
- Encourage and facilitate behaviour change

Vision statement

Stakeholders within the EMCCA region are equipped with knowledge, skills and guidance to implement positive changes that will bring the region closer to net zero

To achieve this vision, changes will be required that impact the lives of residents and the workings of businesses and public sector organisations. Engaging with stakeholders is key to facilitate their understand of why change is important, how their actions can make a collective difference and deliver co-benefits. Provision of resources and support will allow changes to be maintained and stakeholders to be brought on the journey to net zero.

Engagement Approach

Engaging with stakeholders effectively will require different engagement techniques for different resident demographics. The variety of engagement styles are described below:

| Understand | ▶ | Participate | ▶ | Act |

1. Understand

Stakeholders understand the science behind climate change, the urgency of taking action to tackle it and are aware of how their actions can contribute to reaching net zero.

Example 1

Residents understand climate change and net zero, know why reaching net zero is important, and how it will affect their lives. They are aware of the work that key stakeholders in the region are doing to address climate change, such as Local Authorities, community energy groups and other relevant organisations, and understand that behaviour change can contribute to net zero.

Example 2

Businesses and larger organisations understand the pace at which they need to decarbonise and the role that they play in enabling the wider region to reach net zero.

2. Participate

Stakeholders are motivated to seek out information on how they can decarbonise, and support initiatives which will facilitate them in doing so. They contribute to a collective effort and actively participate in reaching net zero.

Example 1

Residents investigate what they can do in their homes to reduce emissions and are seeking support to do so.

Example 2

Businesses and organisations put plans in place to decarbonise their operations and are investing in developing low carbon plans for the future.

3. Act

Stakeholders are empowered and equipped with the necessary tools, systems, and knowledge and are actively implementing change that will contribute towards the region meeting net zero.

Example 1

Climate action is normalised, residents implement lifestyle changes to reduce emissions, such as improving the energy efficiency of their home, becoming involved in community energy schemes, participating in other actions to encourage policy change.

Example 2

Businesses and organisations are putting into practice measures to reduce their carbon emissions and are working collaboratively to support the region to reach net zero.

Engagement framework

In order to maximise the potential for meaningful change, specific principles must be applied to all behaviour change interventions. The EAST Framework can be used to support policy design to ensure maximum effectiveness.

EAST Framework

Easy

Timely

Attractive

Social
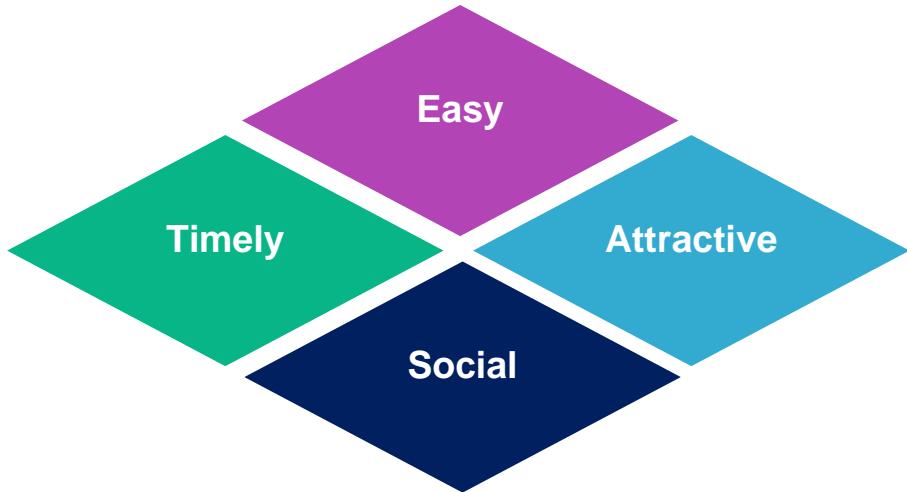
Easy

The desired behaviours should be easy to perform. In the case of net zero behaviours, stakeholders must find them straightforward. Therefore, identifying existing barriers to these behaviours is crucial before any obstacles to completing them can be removed.

Attractive

Net zero behaviours must be appealing, benefit the stakeholder and result in identifiable positive benefits. The co-benefits of net zero to individuals and society should therefore be emphasised.

Social

Net zero behaviours must become the social norm if they are to be adopted widely. Businesses must be encouraged from all sides to decarbonise, and residents need to exist in a society where low carbon lifestyles are celebrated.

Timely

Embedding new low carbon measures must align with relevant moments within society and individuals' lives. Timely reminders, prompts and deadlines should be utilised and linked up with key moments.

The same factors also apply in the 'Nudge Approach' theory of behaviour change, where subtle shifts in policy encourage people and organisations to change their behaviour without taking away their agency to choose. This can be done by shaping the wider environment and making certain behaviours the default choice. Using this method, there are no economic incentives driving people towards or away from certain behaviours, and no behaviours are forbidden. However, by using behavioural science techniques, people can be 'nudged' towards making certain decisions, or to adopt new social norms.

Stakeholder Insight

To ensure that no stakeholder groups are excluded from net zero engagement, each sub-group has been identified below.

Businesses and public body stakeholder groups:

- Small-medium sized enterprises (SMEs)
- Third sector organisations
- Partner organisations who provide advice and support to residents
- Larger businesses and their supply chains
- HE and FE education establishments
- Low carbon skills training providers
- Installers of low carbon technologies
- Low Carbon Environmental Goods and Services Sector (LCEGS) (overlap with other categories above, but the method/content of engagement may differ)

Resident/community stakeholder groups:

- Homeowners, including those in receipt of grants/funding schemes
- Private tenants
- Social housing tenants
- Beneficiaries of retrofit schemes (both potential/future beneficiaries and recent recipients)
- Landlords
- Community groups (such as energy groups and transition groups)
- Young people (under 21)

Gap analysis

Before new and innovative ways of engaging stakeholders in the region with net zero activities can be developed, the existing initiatives that support stakeholders to decarbonise must be identified. Once the gaps in the provision of support have been collated, then engagement and innovation can be focused on those priority areas. This will ensure that all stakeholders are brought along and supported on the journey to net zero.

The gap analysis focuses on 3 main themes into which the existing decarbonisation initiatives/support packages can be categorised. These themes are business, home energy and housing retrofit, and transport.

See the comprehensive results of the gap analysis in Appendix 1.

Business support

Type of support:

Support for businesses mainly covers discounted or free advice/consultancy support/training, programmes of networking/events, and grants which cover a proportion of the cost of installing carbon reduction technologies. Initiatives such as the Net Zero Accelerator and the Bolsover Net Zero Business Support Programme run training events and a consultancy service to help businesses reduce energy costs and carbon emissions, whereas the Green Entrepreneurs Fund and the Business Decarbonisation Grant provides funding for carbon reduction projects.

Locations covered:

The business support initiatives are mainly restricted to certain areas and are not region wide. Of the five initiatives identified, all but one were area specific. The Net Zero Accelerator covers the whole of Nottinghamshire, Derbyshire and Leicestershire, whereas the other five schemes were mainly applicable in either one city, one county or one district. Only businesses based in Derby city can apply to the Derby Innovation Accelerator, and only businesses in areas of Nottingham can apply for the Nottingham Retail Business Decarbonisation Grant. The Green Entrepreneurs Fund is only for Derbyshire and the Bolsover Net Zero Business Support Programme is only available for that area.

Eligibility:

The eligibility criteria to access support is mainly focused on SMEs, as they do not have the same capacity and resources as larger businesses to invest in low carbon measures and training. Only the Derby Innovation Accelerator is open to larger businesses if they can justify why they require the support.

Gaps identified in the provision of business decarbonisation support:

The gaps identified in the provision of business support are mainly around location, as many initiatives are specific to a county or city leaving some SMEs outside those areas unable to access funding. What is available in one city is not necessarily duplicated in other areas.

Home energy and housing retrofit support (for residents)

Type of support

There are numerous types of support available. Some initiatives such as the HEAT Hub and the Energy Efficient Home Campaign provide education and resources to help residents install energy efficiency measures themselves, and give guidance on identifying the most appropriate low carbon measures to invest in. Other initiatives, such as the Home Upgrade Grant 2 (HUG2) provide financial support and grants to eligible residents. The Boiler Upgrade Scheme (BUS) provides grants to most homeowners to replace their gas boiler with an air source heat pump.

Advice is also available to all on how to keep homes warm from a health perspective, which include no-cost actions including tips for property maintenance provided by the Green Doctor, Healthy Housing Hub and Warmer Derby and Derbyshire.

Locations covered

A range of these schemes cover the whole of the UK, specifically the Great British Insulation Scheme (GBIS), ECO4/Flex, Green Doctor and the Energy Efficient Home Campaign. Others are more specific to this region, such as the HEAT Hub, Healthy Housing Hub, HUG 2 and Derby Homes Energy Advisor.

Eligibility

General advice on home energy is available to all. There is support available to qualifying residents including those living in a hard to heat home (low EPC/heritage building), low income, off gas properties, and vulnerable residents who can be referred by a GP or health/social care worker. Some support is only available to residents who are on a low income, and therefore qualify for grants and funding to install energy efficiency and low carbon measures. However, initiatives such as the Boiler Upgrade Scheme are not dependent on income. Other residents can access free information, and if their home is hard to treat, they can get tailored advice specific to their home.

Gaps identified in home energy and housing retrofit support

There is fairly extensive support for home energy and housing retrofit. Advice and guidance are available to all, but some funding/grants can be location specific and only apply to qualifying residents on a low income or living in social housing and almost all are time-limited schemes. Some residents who do not qualify would have to invest in low carbon energy/housing retrofit technologies themselves, and this can be prohibitively expensive depending on the property type. There is also a lack of support specifically designed for landlords. Overall, a repository which details all the up-to-date support for housing retrofit does not exist. There is no specific resource which complies all of the support available, which keeps it up to date and can be used to check that what is on offer is genuine.

Transport (for workplaces and residents)

Type of support

The existing support from organisations including Cycling UK, Ridewise, Sustrans, Modeshift STARS and Bikeworks supports residents to take up active travel by cycling and walking/wheeling though initiatives such as bike maintenance courses. Some organisations also aim to influence and encourage for the provision of cycling and active travel infrastructure. General advice is available from organisations including the Energy Saving Trust, Active Derbyshire/Nottinghamshire, local authorities and Collaborative Mobility UK on shared travel opportunities and guidance on car clubs/pool bikes/journey planning. There is also national government support for the installation of EV chargepoints for eligible residents, businesses and workplaces, where the cost of chargepoint installation is discounted.

Locations covered

Organisations providing general advice are UK wide, others are national but have area specific branches such as Sustrans, Bikeworks, Ridewise where they can provide community support for cycling opportunities. Governmental support for EV chargepoint installation is also national. It is mostly private companies who provide up to date maps on EV chargepoint locations across the UK.

Eligibility

There are some eligibility requirements for residents to qualify for access to free/discounted bikes and bike maintenance courses, which are often specific to low income or location. Cycle to Work schemes may be offered dependent on the employer, and access to car sharing/car clubs/pool bikes will usually come at a cost. Otherwise, access to guidance and information on active travel, low carbon travel, and shared travel is available to all.

UK Government support for EV chargepoint installation covers SMEs, third sector organisations, residential landlords, and residents. Some qualifying criteria apply, including residents be a renter or a flat owner. Government support for the purchase of low-emission vehicles only applies to wheelchair accessible vehicles, motorcycles, vans, trucks, and taxis, and only applies to specific vehicle models.

Gaps identified in transport support

There is an extensive amount of advice on low carbon travel and active travel, and some support for qualifying residents to get access to bikes. However, there is a lack of financial support for all residents to invest in electric cars, or to incentivise residents to reduce car use and choose public transport. Some advice on the accessibility of EVs and guidance on investing in them exists but this is not widely shared.

Opportunities to address gaps in support

The main gaps identified through the analysis above are as follows:

- **Business support** - Existing support is area specific and there is a lack of consistency and longevity in funding/grants across regions so some SMEs will miss out.

- **Housing energy and retrofit support -** Lower income households are likely to receive funding, and tailored support is specific to the type of house (low EPC, hard to treat etc.) There is a lot of support available, but advice is piecemeal between many different organisations and many of the projects providing support are pilots or have a limited duration. Some retrofit measures can be prohibitively expensive even for residents who are not on low incomes. Currently no resource exists which compiles all the existing support.
- **Transport support -** Information on sustainable and active travel is widespread, but there is limited funding for residents to invest in EVs (other than discounted charge points), and a lack of incentives to reduce private car use. Information on the accessibility of EVs is not widely available.

The capacity of this project to address the identified gaps is mainly around engagement, amplifying awareness of existing support, and providing innovative resources and solutions. Some gaps in support can be addressed by raising awareness of what is available, especially in areas where residents and businesses may not be aware of what they are eligible for.

As the existing support for grants, funding, and tailored advice can be quite fragmented, there is a need to bring together what is on offer into one reliable place, so that stakeholders can make informed decisions.

By engaging residents and businesses with what is already available, this project can help to increase the awareness, uptake, and implementation of existing initiatives.

This can be done through directly engaging with stakeholders through topic-specific events, but also through using multiple communication channels to disseminate information.

Stakeholder prioritisation

To achieve the greatest possible region-wide reduction in carbon emissions, stakeholder groups should be targeted according to the ability of that group to take action. The most significant engagement should be targeted at those stakeholders are most able to implement meaningful and maintainable system/behaviour change, as this is likely to produce the greatest reduction in carbon emissions. The whole range of stakeholders need to be considered, including residents, businesses, public organisations, education institutions and the Low Carbon Environmental Goods and Services Sector (LCEGS).

Not all stakeholders in the area can be engaged with at once and to the same level of depth. It is essential to specify the ways in which different stakeholder groups should be engaged according to their needs and their receptiveness to the engagement.

An effective way to identify the stakeholders in the region who are mostly likely to be receptive to engagement on net zero, who are able to implement the necessary changes, and to whom engagement should be directed towards, can be achieved using a Power and Interest Grid.
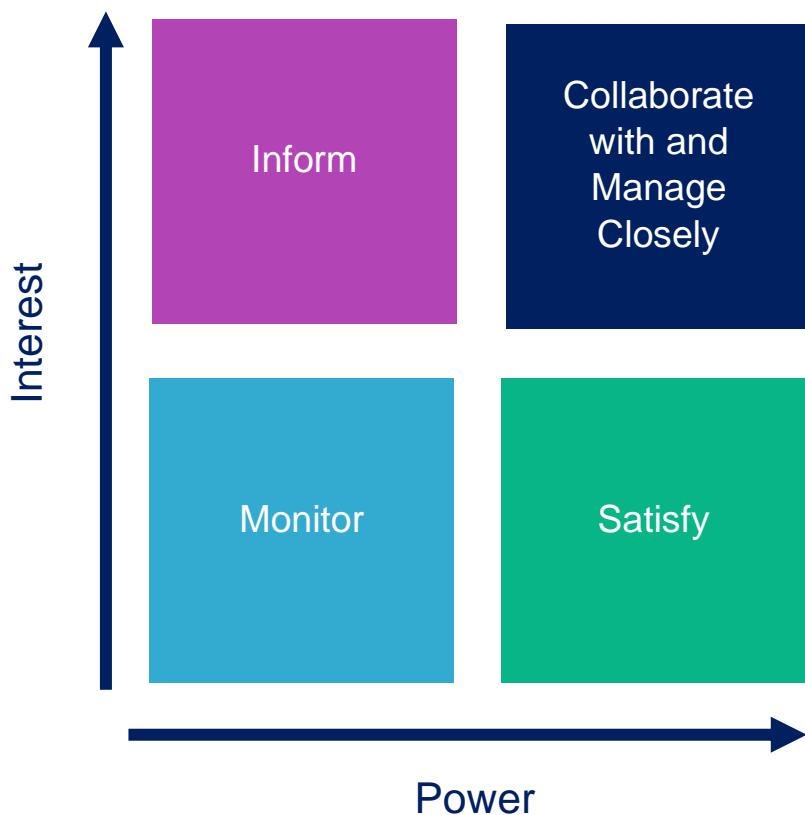
Using this matrix, the stakeholders with the highest levels of interest and the greatest ability to take action, either themselves, or to facilitate others to take action, are prioritised in terms of the level of engagement they receive.

Low interest/low power – Monitor

A low priority group, keep them updated but they are unlikely to receive targeted content.

Stakeholders within this group include:

- Some residents – those unengaged in net zero, unaware of the potential for energy saving and reduced bills, and those who do not qualify for retrofit schemes or tailored retrofit advice
- SMEs - unengaged in net zero and unaware of potential for energy saving and reduced bills, and those who do not qualify for grant funding
- Some third sector organisations – those who are focused on other fields and do not have resources to invest in net zero measures.

High power/low interest - Satisfy

Involve this group in their areas of interest (if any), as they could be a supporter but not an enabler.

Stakeholders within this group include:

- Some larger businesses – those unengaged in net zero but who could afford to invest
- Residents - those unengaged in net zero but could afford to invest in low carbon measures
- Some private landlords – who can impact the state of their properties in energy use.

Low power/high interest – Inform

The needs of this group should be met and their level of interest maintained. There is the possibility that these stakeholders could change their level of power in future.

Stakeholders within this group include:

- Young people – students, young people living with parents/carers
- Community groups – those without existing resources to make net zero changes
- Residents – those who don't qualify for grants, can't afford to invest in low carbon measures but are engaged in net zero
- Third sector – charities, social enterprises, CICs etc.

High power/high interest – Manage closely

This group is a key player, they should be engaged with on a regular basis and involved in projects and decision making.

- Residents - Those who want to decrease energy bills, reduce carbon emissions, can afford to invest in low carbon measures, and those in receipt of home energy/retrofit grants in social/private housing
- Landlords - Those who want to decrease energy bills, reduce carbon emissions, can afford to invest in low carbon measures, and those in receipt of home energy/retrofit grants
- SMEs – those eligible for/in receipt of decarbonisation grants, those who can afford to invest their own funds in decarbonisation, and installers of low carbon technologies
- Larger businesses - Those keen to invest their own funds in decarbonisation, and installers of low carbon technologies
- HE and FE education establishments - especially those who deliver low carbon technologies.

- Third sector organisations (charities, social enterprises, CICs etc) - whose focus is healthy housing, warmth, energy bills, and decarbonising.

Stakeholder prioritisation summary

The stakeholder groups identified above which should be engaged with as a priority (within the high power/high interest section) cover a wide range including residents, businesses, and third sector organisations, education providers and those in the low carbon industries. It shows that there are benefits in engaging multiple types of stakeholders across the region, as there are multiple ways that stakeholders can impact the movement towards net zero.

This will require both direct, tailored engagement that is specific to the stakeholder group or industry, as well as more broad communications on net zero in the region that is applicable to all.

Opportunities for engagement

Now that the target stakeholder groups have been identified, the opportunities to engage these groups are presented below.

Communication channel	Opportunities
Nottinghamshire Regional event	1 event in Summer 2024
Derbyshire Regional event	1 event in Spring 2025
Local events across Derbyshire and Nottinghamshire	6 events, 1 per quarter from Jan 2024 to June 2025
Social media and websites of Local Authorities	Share resources and advertise events
Mailing lists of partners and local networks	Share resources and advertise events
Physical advertising (transport hubs, libraries, leisure centres, local newspapers & magazines)	Advertise events
Partner events (East Midlands Chamber business events, community events etc.)	Share resources, advertise events, connect with other stakeholders
Green Rewards (Targeted challenges, links to resources)	Share resources and involve residents in climate change issues
Technical guides/development of innovative resources	Could include producing guidance on applying for support, or developing a resource that brings support available together in one place

Glossary

Carbon neutral – The amount of carbon dioxide released into the atmosphere is equal to the amount removed from the atmosphere. This differs from 'net zero' in that it only includes carbon dioxide, and not other greenhouse gases. Carbon neutrality relies more on offsetting emissions, rather than focusing on carbon emissions reduction first.

EMCCA – East Midlands Combined County Authority

EVs – Electric Vehicles

FE – Further Education

GHG – Greenhouse gas

HE – Higher Education

Net Zero - The amount of greenhouse gas emissions emitted into the atmosphere by human activity is equal to the amount removed from the atmosphere. Net zero focuses on reduction of emissions as much as possible before offsetting.

Offsetting – Emissions offsetting is a mechanism which allows entities to compensate for their carbon emissions by helping to fund projects that reduce, avoid, or remove emissions elsewhere.

SMEs – Small to medium sized enterprises

Appendices

Appendix 1

Gap analysis

Business Support						
Initiative	**Run by**	**Area covered**	**Summary**	**Who is supported**	**Funder**	**Comments/links to more info**
Accelerator	EM Chamber	Derbyshire, Nottinghamshire, Leicestershire	The Accelerator Project has five investment priorities, one of which is "Net Zero Accelerator – helping businesses to reduce the cost of their energy bills and improve efficiencies". The Chamber runs a programme of training events related to net zero as part of this.	SMEs	UK SPF	https://www.emc-dnl.co.uk/services/accelerator/
Green Entrepreneurs Fund	Derbyshire County Council (with support from the University of Derby)	Derbyshire	Grants of between £6,000 to £20,000 are available to SMEs for proposals for alternative energy, clean fuel and carbon reduction projects.	Small to medium-sized businesses, micro-businesses not for profit organisations, charities and other organisations in Derbyshire (excluding Derby City)	Derbyshire County Council	https://www.derbyshire.gov.uk/business/green-entrepreneurs-fund/green-entrepreneurs-fund.aspx
The Bolsover Net Zero Business Support Programme	Bolsover District Council	Bolsover district	The Bolsover Net Zero Business Support Programme provides a package of free support for businesses in the Bolsover district with their carbon management. Delivered through a combined approach of bespoke on-site audits, consultancy and carbon management workshops.	Businesses in the Bolsover district	UKSPF	https://www.bolsover.gov.uk/c/220-climate-change

Derby Innovation Accelerator	University of Derby	Derby City	Programme provides sector innovation support to encourage diversification and growth. Provides workshops on innovation, decarbonisation, innovation vouchers, capital grants and access to angel investor networks.	Established businesses with high growth potential and newly founded organisations with high growth potential, based in Derby City	UKSPF	https://www.derby.ac.uk/business-services/funding/innovation-accelerator/
Nottingham City Retail Business Decarbonising Grant	Nottingham City Council	Nottingham City (Bulwell/ Clifton/ Alfreton Road/ Sherwood)	Programme uses Shared Prosperity Fund to provide a grant for retail businesses in the identified areas of Nottingham to decarbonise their premises 50% of costs up to £2500. Can cover heating, lighting, cooling, energy efficiency kit etc.	Retail businesses in the specifically identified areas.	UKSPF	https://www.nottinghamcity.gov.uk/information-for-business/business-information-and-support/procurement/uk-shared-prosperity-fund-ukspf/business-support-grants/#:~:text=The%20Business%20Decarbonisation%20Grant's%20main,reduce%20the%20city's%20carbon%20emissions.

Home Energy and Housing Retrofit Support						
Initiative	**Run by**	**Area covered**	**Summary**	**Who is supported**	**Funder**	**Comments/links to more info**
Derby Home Energy Advisor	Derby City Council	Derby City	Climate Change Officer provides advice, support and signposting to any resident of Derby. They attend sessions in the local community to give one-on-one advice or to deliver talks. Free home energy efficiency items are available such as draught proofing measures, LED lightbulbs and hot water tank jackets. This service is currently funded until 31/03/25.	All residents of Derby	UK SPF	www.derbyhomes.org/advice-support/energyadvice/energy
HEAT Hub	MEA & NEP	Nottinghamshire and Derbyshire	Delivers home energy plans, workshops, provides energy advice and resources.	Homeowners - (heritage/listed buildings), hard to treat homes and off-gas.	DESNZ	https://www.homeenergyadviceteamhub.uk/
Warmer Derby & Derbyshire	MEA & the LAEP	Derby & Derbyshire	Home energy advice, including energy bills, switching tariffs, how to make your home more energy efficient, how to apply for grants for heating systems and insulation, energy and food bank vouchers.	All residents of Derby & Derbyshire	Advice line funded by the Energy Industry Voluntary Redress Scheme	https://energyredress.org.uk/sites/default/files/2021-01/Warmer%20Derby%20and%20Derbyshire.pdf
Green Doctor	Groundwork	UK	Home visits and energy efficiency advice - stay warm, stay well, and save money on household bills.	UK residents	Different sources of funding depending on area	https://www.groundwork.org.uk/greendoctor

Energy Efficient Home Campaign	UK Government	UK	Advice on the actions you can take to make your home more energy efficient.	UK residents	UK Government	https://energy-efficient-home.campaign.gov.uk/
Healthy Housing Hub	Derby City Council	Derby City	The Hub works to improve the lives of vulnerable people by reducing the risk of poor health and accidents within the home. This includes tackling damp and heating issues. The Hub also delivers the Stay Warm and Well in Winter project each year.	Vulnerable Derby residents referred by health and social care workers. Particularly: - older people - living with a disability - living with a long-term health condition - pregnant or a family with young children.		https://www.homeenergyadviceteamhub.uk/
Nottinghamshire Healthy Housing Service	Nottingham Energy Partnership	Nottinghamshire	Insulation and heating support for vulnerable residents, including grants, plus fuel poverty training for front line staff and community energy workshops	Vulnerable Nottinghamshire residents (over 60 and families with young children) at risk from cold-related disease		Nottinghamshire Healthy Housing Service — Nottingham Energy Partnership (nottenergy.com)
Joined Up Care Derbyshire	Joined Up Care Derbyshire (health and social care partnership for adults and children)	Derbyshire and Derby	Provides advice on keeping warm and well, maintaining homes, insulation, ventilation, energy and water meters and keeping cool during hot weather	Derbyshire and Derby residents, particularly vulnerable residents (ill health etc)	UK Government	https://joinedupcarederbyshire.co.uk/stay-well/healthy-warm-and-well/advice-on-staying-healthy-warm-and-well/

Devolution Retrofit scheme	Gedling Borough Council in partnership with EON	Gedling Borough	Home retrofit scheme to upgrade the energy efficiency of 41 homes	Low income/low energy performance households.	UK Government	
Home Upgrade Grant 2	Consortium led by Nottinghamshire County Council	Including the council areas of Gedling, Broxtowe, Ashfield and Newark & Sherwood	To upgrade the energy efficiency of homes not connected to the gas network for heating.	Low income/low energy performance households	UK Government	[Sign up for a Home Upgrade Grant — Nottingham Energy Partnership (nottenergy.com)](https://www.nottenergy.com)
ECO 4 / ECO 4 Flex	Energy companies, supported by LAs. Derby City is supporting ECO 4 Flex.	UK	ECO4 focusses on improving the least energy efficient homes and households in fuel poverty, as only properties in bands D-G can be treated.	Homeowners, tenants (including social housing), landlords.	UK Government	[https://www.ofgem.gov.uk/faqs-domestic-consumers-and-landlords#:~:text=The%20Energy%20Company%20Obligation%20(ECO4)%20is%20a%20government%20energy%2D,efficiency%20measures%20to%20domestic%20premises.](https://www.ofgem.gov.uk/faqs-domestic-consumers-and-landlords)
Great British Insulation Scheme	Energy companies supported by LAs	UK	Home insulation grant finder	Residents	UK Government	https://www.eonenergy.com/energy-efficiency-grants/great-british-insulation-scheme-gbis.html

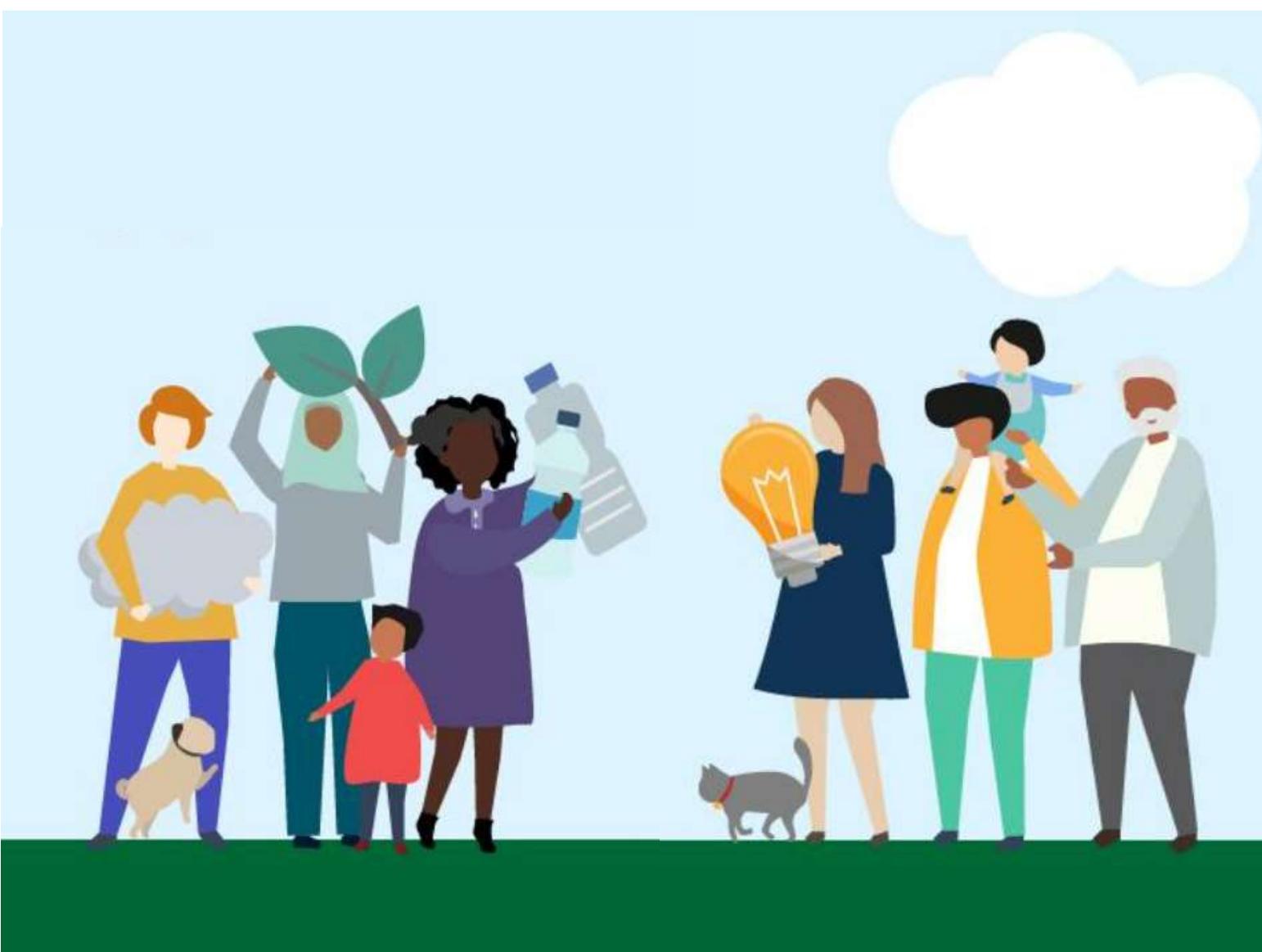| Transport						
Initiative	**Run by**	**Area**	**Summary**	**Who is supported**	**Funder**	**Comments/links to more info**
Workplace Charging Scheme	UK Government	UK	Supports organisations towards the cost of installing up to 40 EV chargepoint sockets at their sites, up to £350 per socket	Businesses, charities, public sector organisations, small businesses	UK Government	[Workplace Charging Scheme - GOV-UK Find a grant (find-government-grants.service.gov.uk)](#)
Electric vehicle chargepoint and infrastructure grants for landlords	UK Government	UK	Support towards the cost of installing EV chargepoint sockets OR a discount to the cost of wider building work needed to install multiple chargepoints.	Landlords who manage/own properties, including those of companies, charities or third sector organisations	UK Government	[Electric vehicle chargepoint and infrastructure grants for landlords: Who can apply - GOV.UK (www.gov.uk)](#)
Electric Vehicle Chargepoint Grant for Households with On-Street Parking	UK Government	UK	Support towards the cost of installing EV chargepoint sockets for residents with on-street parking	Residents who own & live in a flat or rent a residential property	UK Government	[Electric vehicle chargepoint grant for renters and flat owners - GOV-UK Find a grant (find-government-grants.service.gov.uk)](#)

Electric vehicle chargepoint grant	UK Government	UK	Support towards the cost of installing an EV chargepoint socket at your property, either £350 or 75% off the cost to buy and install a socket.	Vehicles must be eligible for an OZEV chargepoint, recipient must either be renting a property or own their flat, and must have off street parking	UK Government	[Electric vehicle chargepoint grant for renters or flat owners: What you can get - GOV.UK (www.gov.uk)](#)
Plug in grant	UK Government	UK Wide	Some types of low emission vehicles are eligible for a grant so they can be bought more cheaply. The seller includes the grant as a discount in the purchase price	Only buyers of certain wheelchair accessible vehicles, motorcycles, vans, trucks, and taxis	UK Government	[Low-emission vehicles eligible for a plug-in grant: Overview - GOV.UK (www.gov.uk)](#)
Traveline	Partnership - transport companies, LA's & passenger groups	UK wide	Plan your journey using the most up to date information from around the UK for all transport companies by bus, rail, coach and ferry.	Everyone	No public funding	[Plan Your Journey | Traveline](#)
Liftshare	Mobilityways Limited	UK wide	Car sharing revolution, register for free, create a profile and add journey to find potential lift shares	Everyone, business, employers, employees	SE	[Car share with trusted, reviewed and rated Liftshare.com members](#)
Cycling	Cycling UK	UK wide	Advice and support	Everyone	Charity	[Cycling UK | Let's make a better world by bike](#)
Education & Support	Ridewise	Nottingham	Support walking and cycling to transform lives and communities	Everyone mainly residents & communities	Charity	[Home | RideWise](#)
Improve and ensure that the befits of active travel are enjoyed by everyone	Sustrans	UK wide	Improve everyday journeys for everyone. Walking, wheeling & cycling	Everyone - schools, communities, businesses,	Charity	[Home - Sustrans.org.uk](#)

Training, purchasing, supporting	Bikeworks	Notts.	Offer volunteering opportunities, services - Dr Bike, fleet management & bike parking/sales	Organisations, individuals, communities	Community Interest Company	[Nottingham Bikeworks](#)
Low carbon travel resources	Energy Saving Trust	UK wide	From active travel to eco-driving and shared travel options. Fleet review for companies including opportunities for electric fleet vehicles, cargo bikes & car clubs/pool bicycles to support staff travelling on business.	Householders, Businesses, Governments	Ofgem, Regulator for Ireland Government (for Scotland & Wales)	[Energy Saving Trust](#)
Empower people to be active	Active Derbyshire & Active Notts & England	Notts & Derbyshire	Working with others to address inequality & sharing opportunities and ways to move more,	Organisations and communities	Sports England	https://makingourmove.org.uk/about/active-notts/

UKRI Innovate UK

An Introduction to

greenrewards

for Local Authorities

MIDLANDS NET ZERO HUB · Broxtowe Borough Council · Derby City Council · DERBYSHIRE County Council · GEDLING Borough Council · Nottingham City Council · Nottinghamshire County Council · Rushcliffe Borough Council

Green Rewards

Overview

Green Rewards is an online platform accessible via desktop, tablet or app via android phone, https://notts.greenrewards.co.uk/, using gamification to incentivise, encourage and inspire residents to undertake positive environmental behaviour change.

Background

In late 2020, an overview of the Green Rewards platform and how it worked was given to the Environmental Strategy Working Group (ESWG - a Nottinghamshire wide partner group that includes members from each Nottinghamshire borough/district, Nottingham City Council, Nottinghamshire County Council, Midlands Net Zero Hub and both Nottingham Universities). Note, Nottingham Trent University were the first to launch the Green Rewards platform in February 2019.

The ESWG recognised the potential benefits the platform could bring in driving positive behaviour change with residents across Nottinghamshire. A proposal was put to all Nottingham/Nottinghamshire Council partners that a joint County/Citywide Green Rewards platform initiative be introduced. The platform was launched in late October 2021 in time for COP26.

In October 2021, all seven Nottinghamshire District Councils, Nottinghamshire County Council, Nottingham City Council, the University of Nottingham, Nottingham Trent University and platform creator Jump joined together to create the pioneering Green Rewards partnership.

The project aims to:

- Take a Countywide and partnership approach to tackling climate change
- Help support and facilitate residents to undertake sustainable, informed actions and decisions.
- Embed long term positive behaviour changes to mitigate climate change and reduce carbon emissions.

How it works

The councils share the platform, each borough and district and their residents only see a homepage that shows the information relevant to them. Residents can view;

- Their performance metrics including the number of actions they have undertaken and the amount of carbon they have avoided emitting.
- Performance of the ward they live in.
- Their Council's overall performance.
- The performance of Nottinghamshire as a whole.

This promotes social capital and allows residents to see the difference they and other participants are making to tackling climate change.
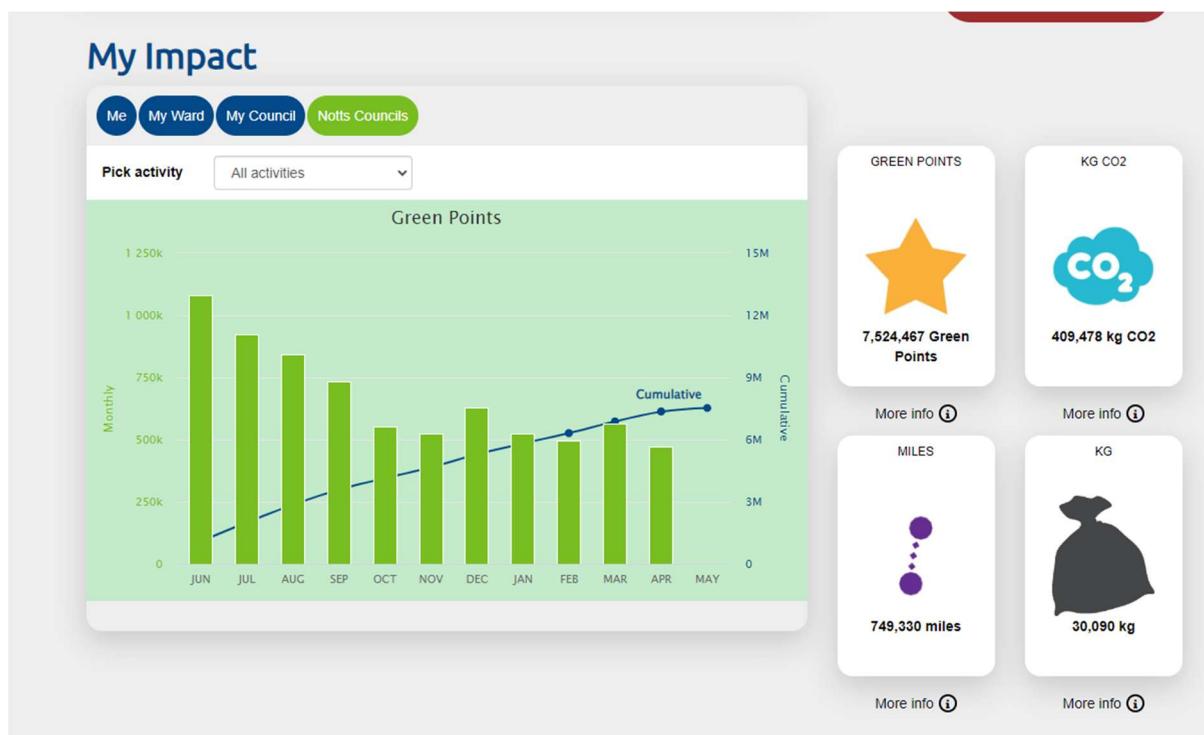
-

Image 1 - Performance monitoring dashboard

Where does the expertise come from?

This comes from three key areas:

- The platform provider 'Jump' https://teamjump.co.uk/ - build and continued development of the content as well as the look and feel of the platform.
- Green Rewards project leads from each Council (typically the Climate Change Officer) – pulling together appropriate actions to encourage the most environmentally beneficial outcomes and looking at different methodologies to grow platform users and retain their levels of engagement.
- Communication leads from each Council – able to provide insight into appropriate communication methodologies to grow membership and retain levels of engagement.

This group meets on a quarterly basis to report back on any updates, feedback, survey results, progress or events that have taken place in the last quarter and what is planned for the next quarter. It also gives an opportunity to discuss challenges and opportunities currently faced and to share ideas and lessons learnt. Presentation

slides from the latest meeting can be found in the folder to look through in support of this paper.

How does the platform work for the user?

Residents log their positive climate change actions on the platform, either via the app on their phone, or by using their computer or tablet. This allows them to take part in weekly or monthly challenges, earning points to win prizes.
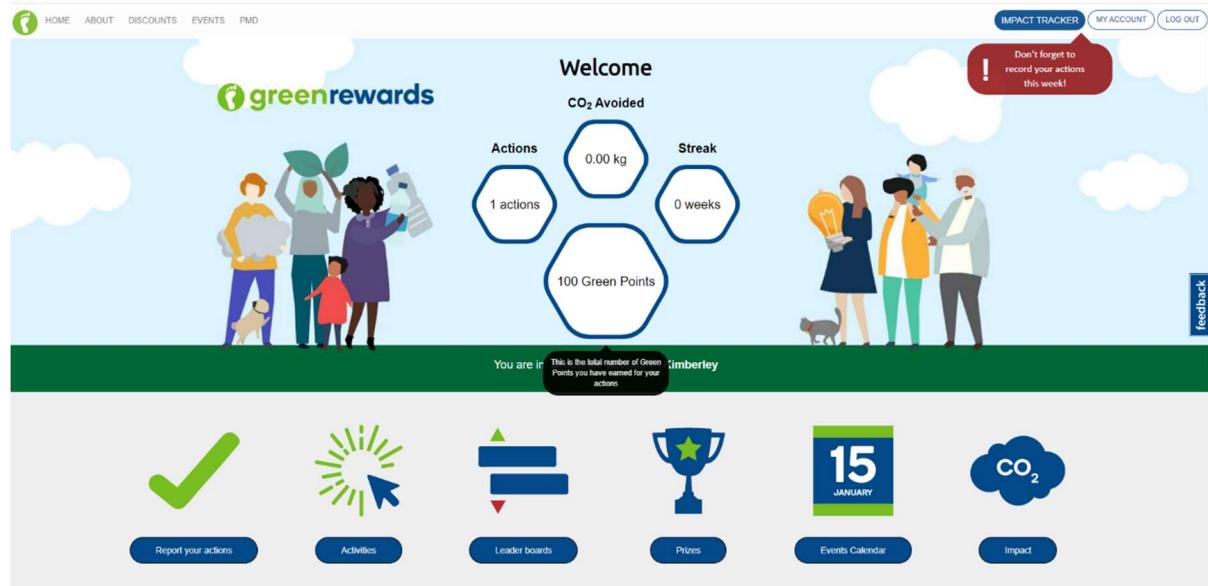
Image 2: user home login page

Carbon reduction actions are almost the same for the council partners and these are added to and refreshed every 3-6 months as this helps to maintain resident engagement levels.

Actions focus on 6 themes:

1. Travel.
2. Waste and Recycling (Reduce, Reuse, Recycle).
3. Energy and Carbon.
4. Get involved.
5. Consumption.
6. Biodiversity (Nature).
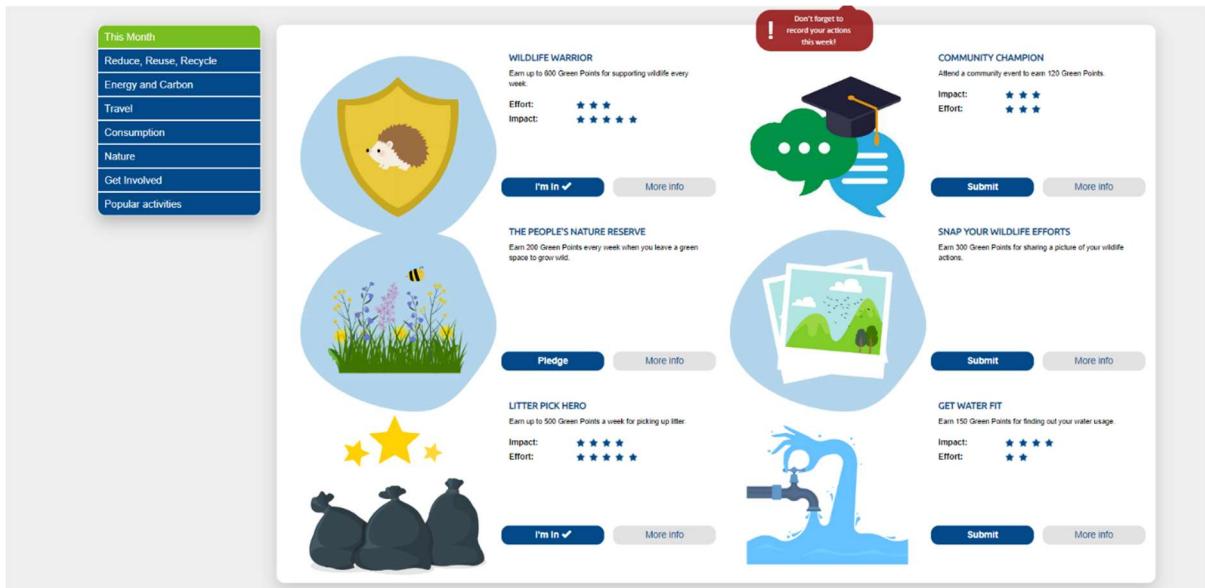
Image 3: Actions landing page

Leader boards

Green Rewards members collect points from their actions and points lead to prizes. Points are accrued by the householder, which accumulate and give them a ranking on the individual leader board.

Image 4: Leader Board

This element of the platform uses gamification to encourage competition between users, inspiring them to work through more actions to accumulate points. As well as individual households, there is also a team leader board. Teams are made up of the

Wards the residents live in and residents are assigned into their Wards on registration to the platform.

Green Reward Winners

Every month, two winners are selected for each council:

- One member with the most points (note: the same person can't win more than once in a year).
- One member via a raffle draw.

The winners receive a voucher of the value of £20 and can select from a choice of up to 6 different vouchers ranging from supermarkets, Love 2 Shop, National Trust and many more. Each council gets to select which vouchers they want to offer and can review and change these if they wish.

Some councils also run a team/ward prize; the way this is managed is slightly different to the individual prize. For example, Broxtowe have a six-monthly Ward prize where the Ward with the most points in the last six-month period gets to vote on a biodiversity activity to be implemented in their Ward. The residents get to vote on which they would like from:
- tree planting,
- native bulb planting,
- native wildflower seed planting or
- installation of bird or bat boxes (hedge laying has previously been a choice).

Broxtowe has a budget of £200 for this activity. The Climate Change Manager organises the event and residents, Ward Councillors and the Mayor are invited to attend. The Communications Team support on the press release and invitations. Example press release here: https://www.broxtowe.gov.uk/news-events/news/press-releases-2024/march-2024/six-apple-trees-planted-in-eastwood-for-broxtowe-green-rewards-prize-winners/

Rushcliffe have promoted Green Rewards using a £200 ethical food shopping voucher and secured the overall grand prize of a free EV point to a Nottinghamshire householder that gets the most points overall.

Carbon avoidance metrics

Carbon avoidance values in kgs are attributed to most actions the resident undertakes. Each user can see the total amount of carbon they have avoided emitting not only individually, but also on a Ward, Borough and Nottinghamshire wide level. This helps build social capital and incentivise residents to undertake further positive behaviour change activities as they can see the immediate impact that they are having on reducing and avoiding emitting carbon.

Image 5 - Platform dashboard showing summary of actions and carbon avoidance metrics

Metric data can also be seen by each of the district leads. This information is then used in further communications messages to help reinforce those key sustainability messages.

Following feedback from a recent quarterly meeting, Jump are now working on communicating these carbon savings into items or quantities that can be relatable for example one tonne of carbon avoided is the same as a hot air balloon or waste recycled is the equivalent of one Olympic sized swimming pool. This is so that users can relate to the savings they are making, as often reporting as a kg or tonne is difficult to visualise.

Communication

Each council is responsible for promoting the platform within their own areas and this varies between councils and includes:

- social media posts,
- dedicated webpages,
- content within community and employee newsletters,
- bin calendars,
- events.

To help ensure there is consistency with the partners messaging, Jump compiled a generic tool kit which all have access to and can share any additional promotional material on also. Jump also distribute a monthly newsletter to residents with input from each of the partners in terms of content as well as monthly social media content for all to use to support the comms teams.

To increase levels of engagement and registrations for the platform, some districts have also found that linking their free tree schemes to Green Reward membership has also worked well.

Others have secured discounts on local suppliers or attractions for all Green Rewards users to benefit from. Since its launch there has been a 15% discount off NCT bus travel offered and in the last six months new discounts including 10% of Romano's ice

cream vans and cafes has been included, plus 10% off National Justice Museum and 25% off Active Nottingham memberships.

Being able to measure the impact of the changes made using the performance management data helps inform the communications programme, encourages greater participation, and helps justify the investment made. It is also a measure reported on as part of Broxtowe's Climate Change and Green Futures Strategy 2023-2027 and supporting Carbon Management Action Plan and quarterly corporate reporting.

Below is some information on how Broxtowe incorporate Green Rewards into other activities to increase engagement and sign ups.

1. It is on bin calendars that are printed and issued to all households annually.
2. It is combined with the free trees scheme for the last three years.
   https://www.broxtowe.gov.uk/for-you/parks-and-nature-conservation/trees-and-hedges/free-trees/
3. Regular offers throughout the year to encourage signups for example: 'Sign up and be in with the chance of winning a year's garden bin subscription. Example here: https://www.facebook.com/broxtoweboroughcouncil/videos/win-a-years-free-garden-waste-subscriptionwant-to-be-with-a-chance-to-win-a-year/216026854309195/
4. Digital screens and posters around council buildings.
5. It's included on our staff intranet landing page as well as being mentioned in staff bulletins throughout the year.
6. It is promoted at our annual green festivals.
7. The comms team do press releases on activities completed as part of Green Rewards Ward prizes see example here: https://www.broxtowe.gov.uk/news-events/news/press-releases-2024/march-2024/six-apple-trees-planted-in-eastwood-for-broxtowe-green-rewards-prize-winners/

Co-benefits to Green Rewards:

- Current cost of living crisis - actions on the platform could help residents save money. For example, taking a four-minute shower can save £100 a year on energy bills.
- Discounts – Nottingham City Transport (NCT) offer a 15% discount on their bus services for residents signed up to the Green Rewards Platform. It's also been estimated that thousands of pounds have been saved through discounts at some participating local independent businesses who are rewarding Green Rewards users.
- Health and Wellbeing - there are actions on the platform that support wellbeing and promote and discounts to a healthy and active lifestyle.
- Supporting local businesses - residents are able to map local businesses that they can recommend to other platform users.
- Supporting local charities such as Nottinghamshire Wildlife Trust by encouraging nature and biodiversity actions across the county and links to their campaigns such as 30 Days Wild.

- Sign posting residents to support available locally e.g. NEP (energy saving at home) and regionally e.g. Severn Trent (water saving in the home).
- Promoting and raising awareness of national /sustainable environmental days/events e.g. Earth Hour, Recycling Week.
- Promoting key events taking place during the year e,g. Hemlock Happening and Eastwood Green Festival, HEAT hub event.

Green Rewards Members as of April 2024
- Now into year 3 as of October 2023.
- Broxtowe, Rushcliffe, and Gedling have all committed to another 2 years at a cost of £4,500 per year.
- Nottingham City Council have committed to renew on an annual basis at £4,700 per year.
- Newark and Sherwood joined later and will be confirming asap.

Nottinghamshire County Council has a dedicated fund to support Green Rewards. The money can be used for any additions for example the platform design changes required recently added discounts was paid for by NCC.

Unfortunately, Bassetlaw, Ashfield and Mansfield have decided due to budget constraints and resources not to continue with Green Rewards.

Other points to note:

- A new look platform is due to be launched at the end of Q2. This could be a possible opportunity to do some large-scale press release about what Green Rewards has achieved so far. Discussions with Rushcliffe and Broxtowe have taken place.
- In 2023 Jump sent out a series of emails to users; these were designed to target the following:
  - People that had signed up but not completing an or very few y activities since joining
  - People who have signed up and take part in activities but not on a regular basis.
  - People who were regular users.
- To date residents have avoided 1000 tonnes CO2e for those councils still signed up to the project.
- Communications about Green Rewards is key.
- Numbers of residents signed up varies from council to council (refer to latest quarterly sides).

Q&A:

1. Can you see any positive trends in anything that you're monitoring, such as recycling rates, just as an example, since introducing Green Rewards?

Response:

We get a dashboard that summarises the impact of the activities residents have done on reducing carbon.

We don't use Green Rewards to monitor our recycling rates, we do this from sampling and reporting via Veolia.

Screen shot is for all Nottingham residents.

Nottingham Residents Impact

The actions and kg CO2e avoided by Nottingham residents logging their actions through the Notts Green Rewards programme since the launch.

334,690 actions

965,313 kgs CO2 avoided

I can then look at the impact across Broxtowe from resident behaviours taking part in the different activities such as the 4 minute shower challenge and get a report like the one below:

I would recommend a demo with Jump to go through the platform in detail and ask any questions you may have.

Green Rewards Project for Innovate UK Report

Contents

Developing the project

Team Jump has been running engagement programmes since 2011 and has worked with over 70 public and private sector organisations including at least 30 UK local authorities. We built on this experience to develop an innovative engagement programme that would engage residents in carbon reducing behaviours.

The Derbyshire programme was developed in line with the existing Nottinghamshire Green Rewards programme with the vision of being able to combine these two programmes, aligning with the formation of a new strategic authority covering both areas.

Team Jump consulted various Local Authorities (LAs) including Derby City, Derbyshire Dales, Chesterfield, City of Nottingham and Broxtowe Borough Council, eventually working to deliver the programme for Derby City and Derbyshire Dales. City of Nottingham and Broxtowe, who've participated in the Nottinghamshire programme since 2021, joined the development and delivery calls. They provided helpful insight for Derby City and Derbyshire Dales into how they've found synergies between their council initiatives and the offerings of the programme to make the most of what the programme offers.

Team Jump presented several ideas to the LAs of innovative developments that would support engagement and align with local authority goals, based on experience.

These suggestions were:

1. Virtual gamified House/Garden in the form of Avatar scenario learning, spatial scenario learning
2. Resident specific personalisation, offering tailored info for different types of resident
3. Advanced learning opportunities offering advanced activities depending on residents progress to unlock new levels that will push the residents learning further.
4. Programme options for multiple different number of LAs

The first two options were chosen as it was agreed these would offer best engagement potential and be scalable solutions.

Scoping the project

Representatives from Derby City and Derbyshire Dales, Broxtowe Borough Council, City of Nottingham and Innovate UK Programme Leads met over 6 weeks to collaboratively develop the programme. Meeting regularly ensured successful and timely launch, and for the project to be aligned to the needs and expectations of the LAs and residents.

During the scoping phase the programme activities, branding, rewards structure and communications assets were agreed. The parameters of the two chosen innovative

features were also agreed. Team Jump demonstrated the user experience of the innovative features and through several meetings of presentations, discussion and feedback, the design, content and user experience of the innovative features were agreed.

After scoping the project, we built and developed the programme and innovative features and launched the programme to residents at the start of March 2025.

The Engagement solution

The Green Rewards programme is an engagement programme rewarding residents in Derby City and Derbyshire Dales for their actions to reduce carbon emissions and support biodiversity. The programme is available on mobile app (figure 2) and a web browser and is free to residents.

Residents are rewarded with Green Points for taking part in activities on the programme. The activities are split into themes as shown in figure 1:

- Energy and Carbon,
- Reduce, Reuse, Recycle,
- Consumption,
- Travel,
- Nature
- Get Involved.

Examples of activities include rewarding residents for regularly recycling, switching off devices, using public transport or cycling/walking instead of driving, eating plant-based meals and shopping locally.
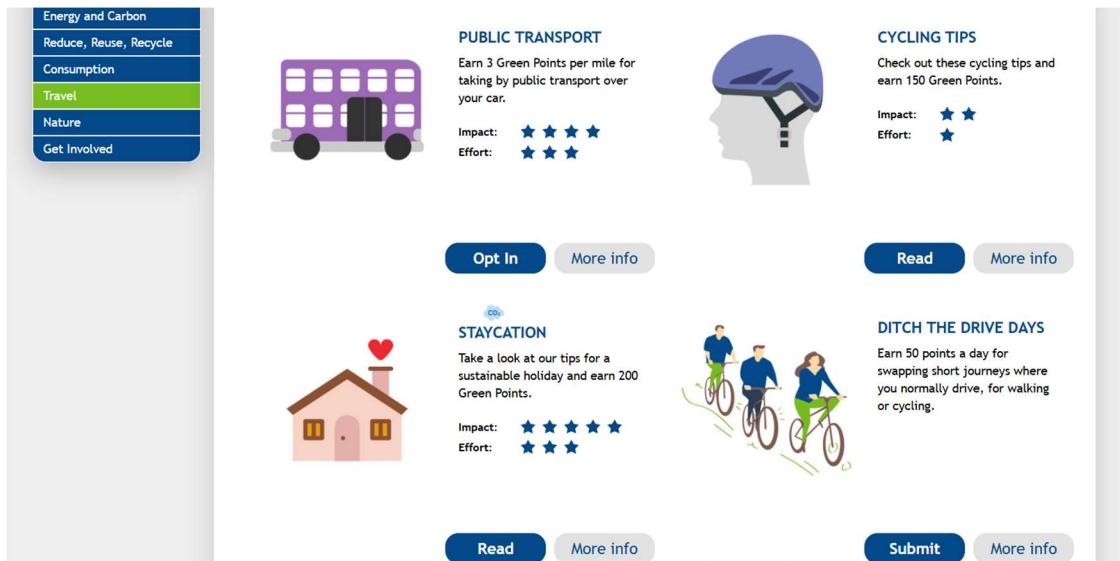
Figure 1: Themes and activities on the web browser

Figure 2: Green Rewards mobile app

Residents earn points for their positive actions and can view their points total on a leaderboard with other residents. Each month, the top three points earners in each council win a £20 voucher with options including local supermarkets, Waterstones, Charity Shop Gift Card, Argos and Ecoswap.

After six months the ward with the highest average points per person in each council will vote on which local biodiversity project they would like to have installed in their area. Options are provided by the council and could include projects such as bird or bat boxes,

bulb plant or hedge planting. This voting feature helps to increase resident engagement and ownership of the programme and local project. It was helpful to have the involvement of Broxtowe Borough Council because they had run this already on the Nottinghamshire Green Rewards programme, so were able to advise best practice.

Residents see personalised progress metrics and can understand the impact of their logged actions at various touch points on the programme. This includes the home page (figure 3) and Impact Dashboard (figure 4). Impact metrics are indicative and include kg waste avoided, CO_2e avoided, and equivalent homes powered, or baths of water saved.

Feedback from 1,250 members from across comparable programmes showed that members highly value features that allow them to see the measurable results of their actions and understand their sustainability impact.
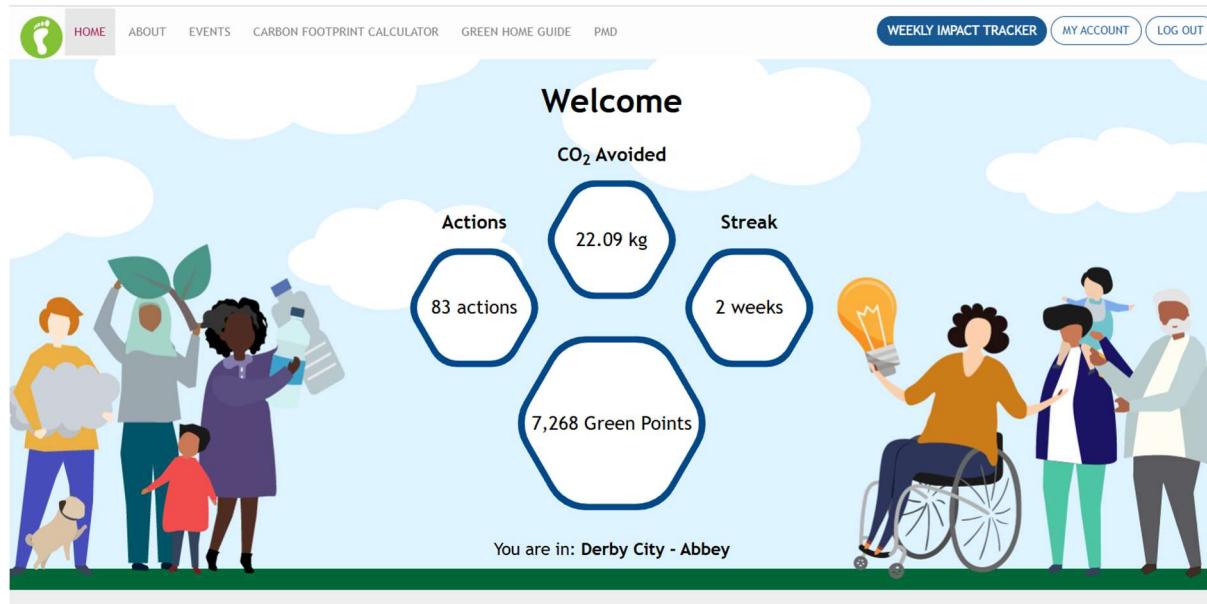
Figure 3: Personalised metrics on homepage
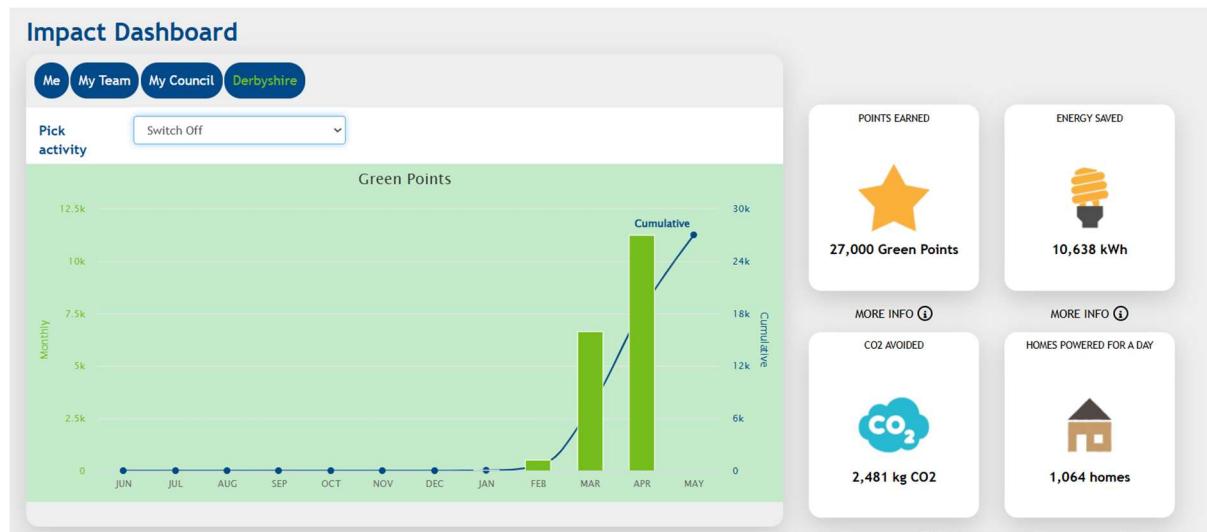
Figure 4: Impact dashboard

Residents can also use a built-in carbon footprint calculator (figure 5) to understand the areas in their lives where they could have the greatest impact on their carbon footprint. Depending on their answers, residents are recommended activities to do such as taking a staycation and switching to an ethical bank.
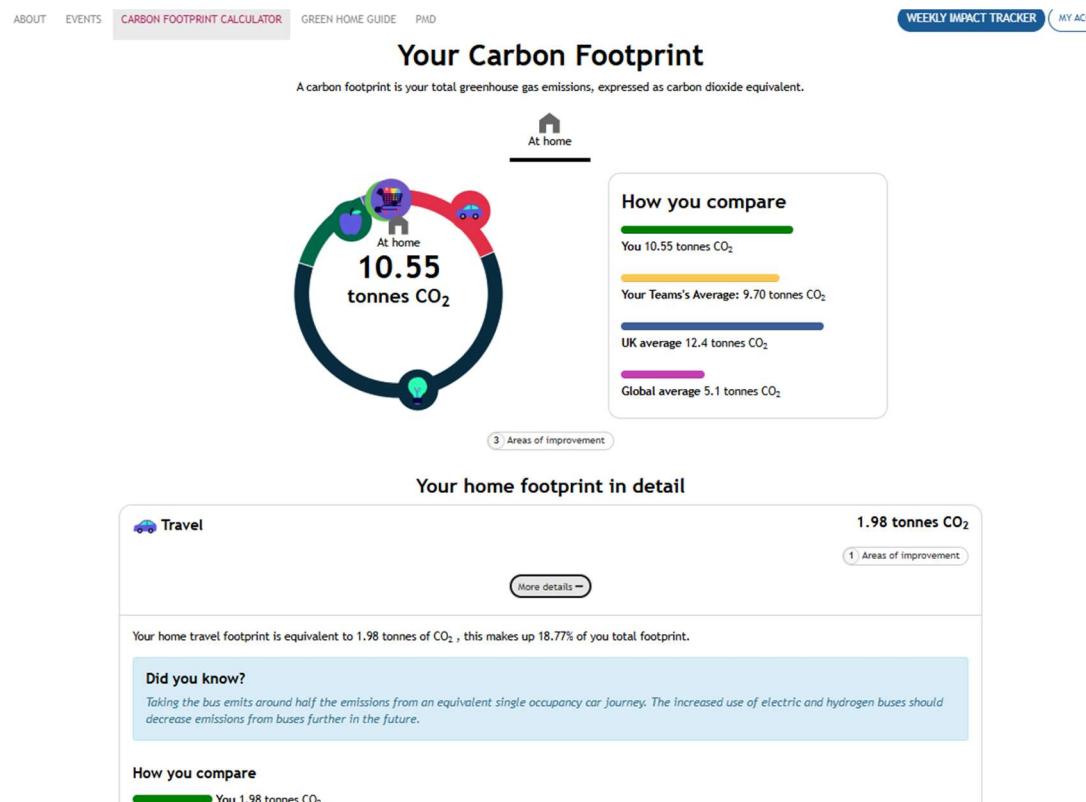
Figure 5: Carbon footprint calculator

Innovative feature 1: Interactive House
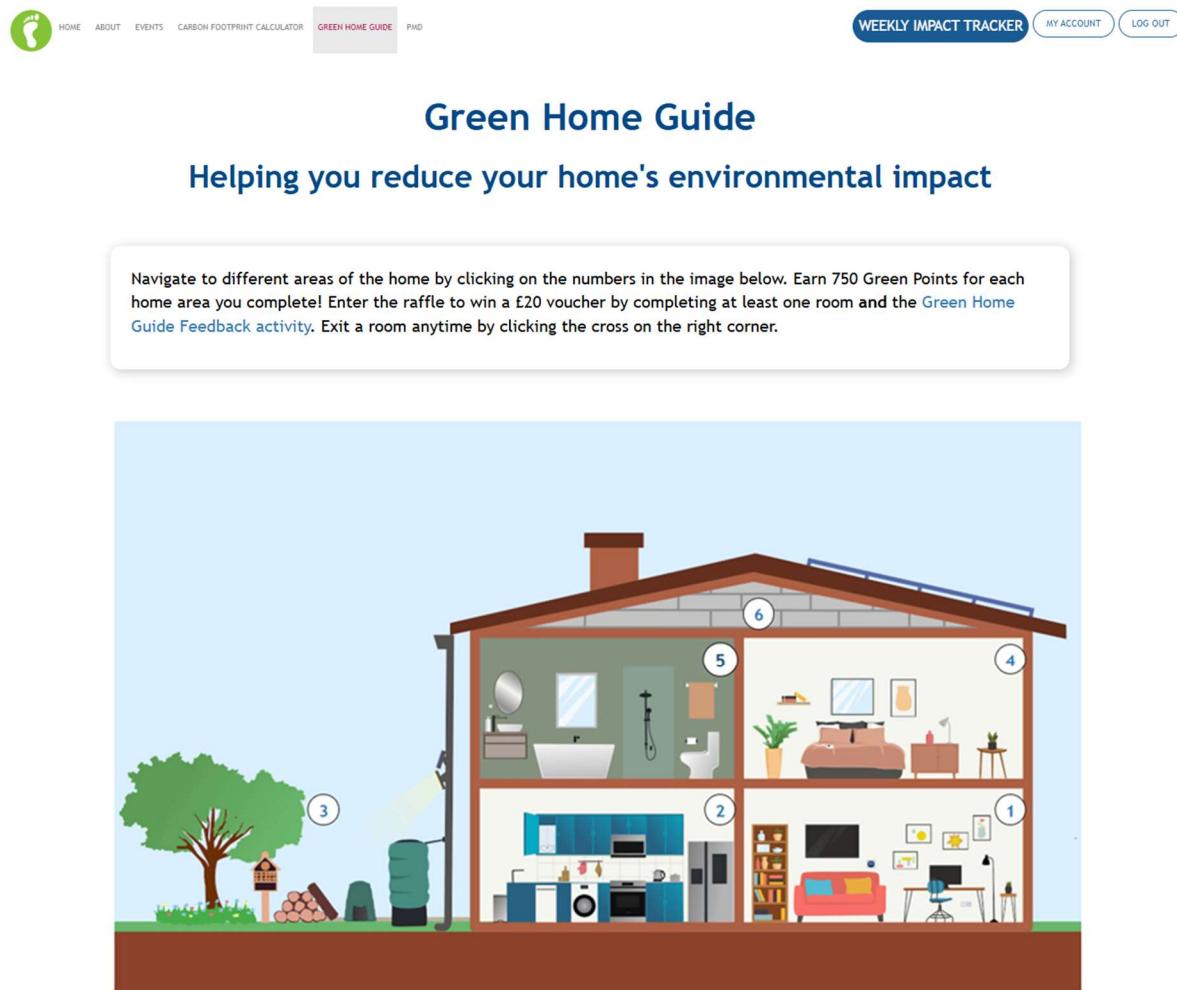
Figure 6: Green Home Guide

What is it?

The interactive, gamified house, named the Green Home Guide, aims to educate residents in an engaging and interactive way, on how they can reduce the negative environmental impact of their homes. As in figure 6, the Green Home Guide is a dedicated page on the web browser enabling residents to navigate through six different areas of the home.

In each area of the home they click on specific points to learn about the environmental impact and what they can do to reduce the impact. For example, figure 7 shows the 'kitchen' course and the information regarding a fridge-freezer. Figure 8 shows the living room course and information on doors and opportunities to reduce draughts and heat loss.
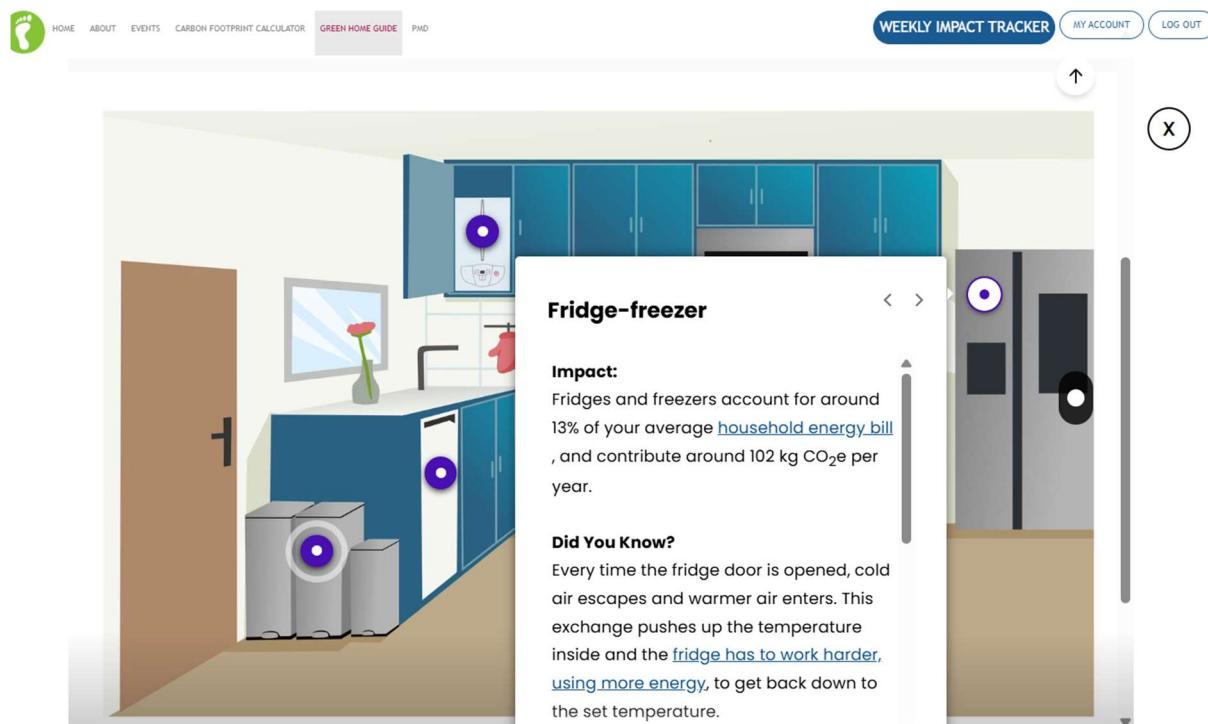
Figure 7: Kitchen area
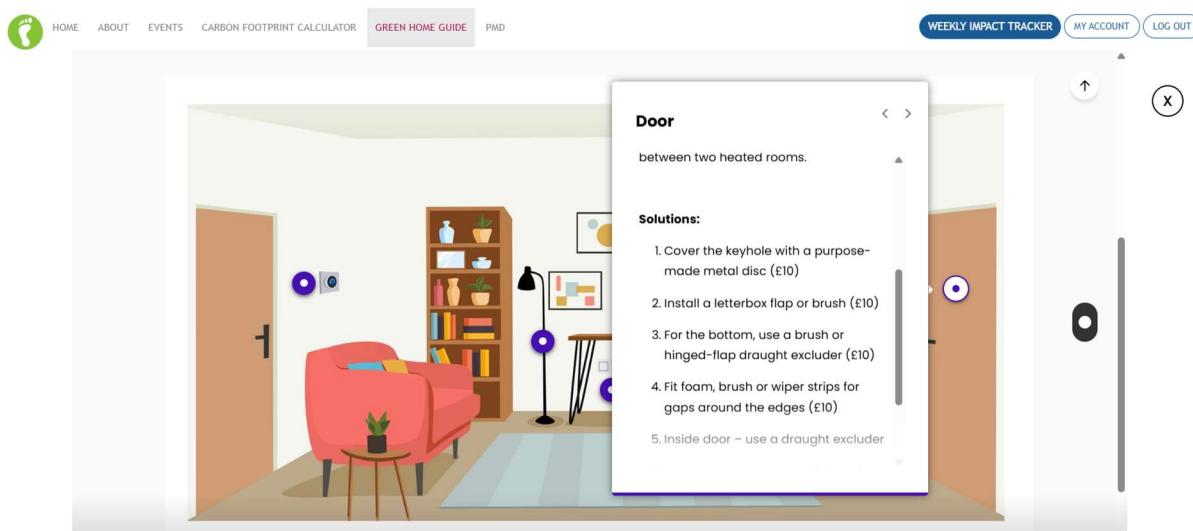
Figure 8: Living room

Each home area has interactive elements. Quizzes, matching activities (figure 9), drag-and-drop and flip cards test residents' knowledge and a summary (figure 10) provides a breakdown of actions they can do in the short and long term with cost estimates. Suggestions include insulation, green energy suppliers, heat pumps, energy efficient appliances, turning down the thermostat and boiler temperature, and using water butts, ponds and compost bins in outdoor areas. Residents can complete as many of the home areas as they wish in one sitting and earn Green Points (figure 11) for every area of the

home they complete. They can return to the areas at any point but can only earn points for each area once.
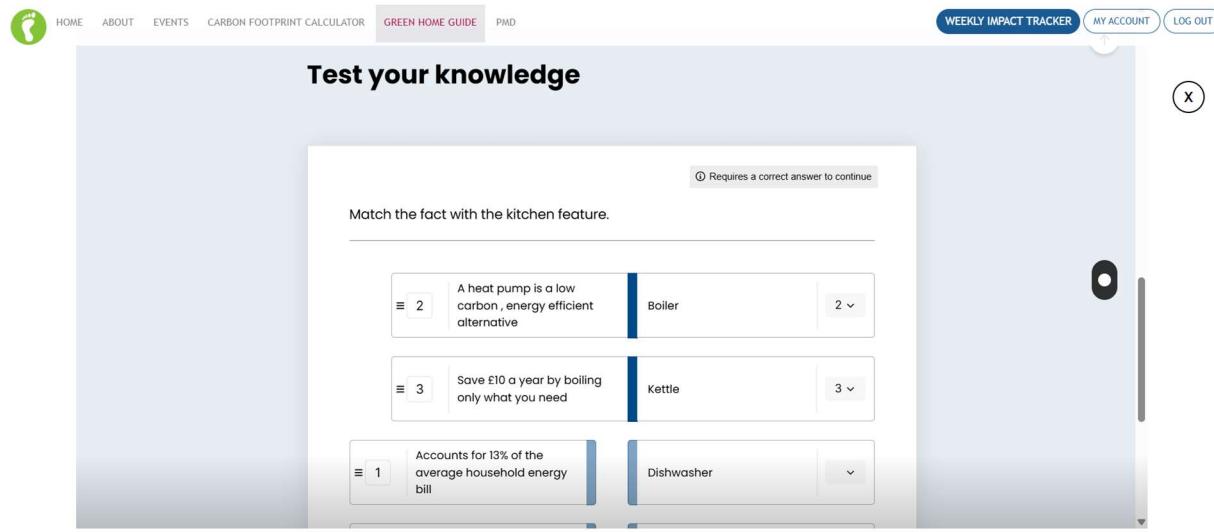
Figure 9: Matching activity
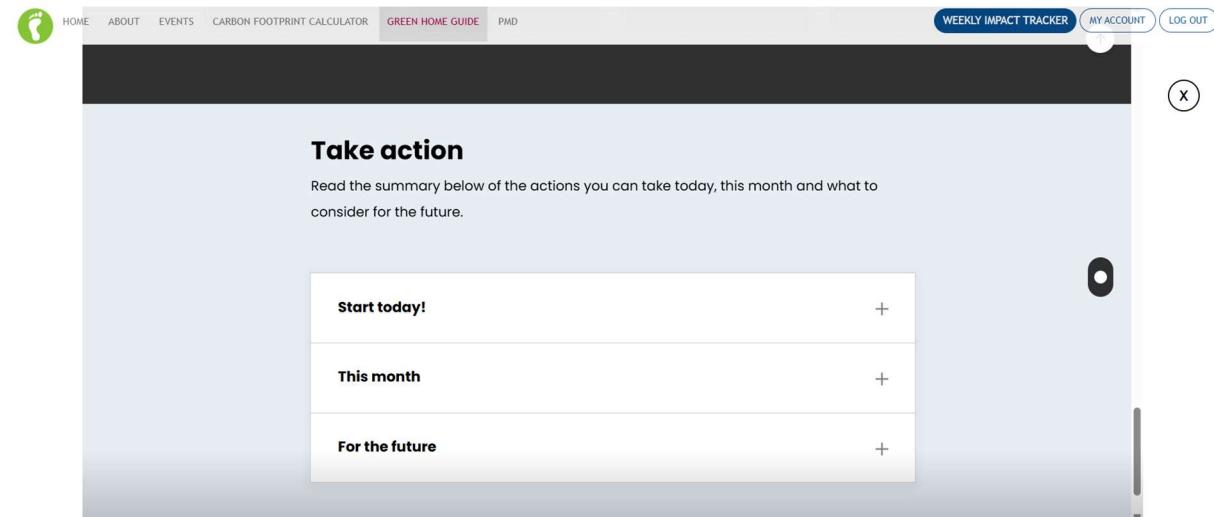
Figure 10: Summary of actions
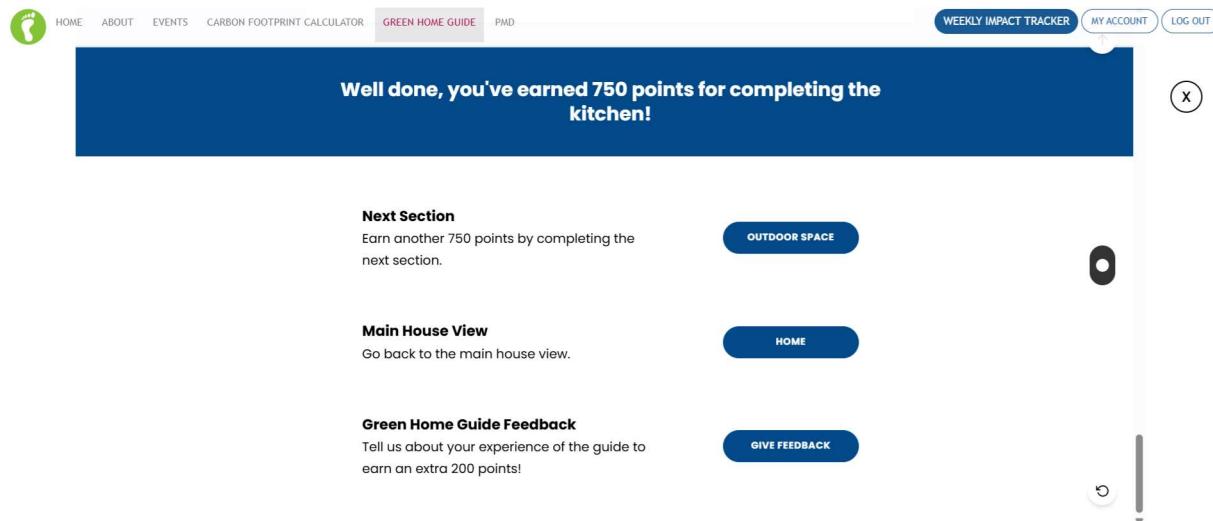
Figure 11: Points earnt for area completion

Learnings:

One of the key learnings from the project was the importance of using image design that feels relevant and relatable to residents. The project delivery group agreed that illustrations, rather than photographic images, would be more effective in resonating with the audience.

Another consideration was ensuring that the content provided a wide range of cost-effective solutions. Recognising that residents would have varying financial means, it was important to present solutions that were inclusive and accessible to all households, regardless of income level and whether home-owner or renter.

Time was also a critical factor. The Green Rewards programme was intentionally designed to be light touch, with simple and quick engagement opportunities. The mobile app played an important role in facilitating on-the-go participation. Prior to launch, we anticipated that the Green Home Guide would receive lower levels of engagement due to the greater time commitment required to complete it. This insight influenced both the design and communication strategy for the Green Home Guide, helping to manage expectations and ensure that it wasn't overly information-heavy or lengthy. Within the first three months of the programme, 91 residents across both council areas had taken part in at least one course.

Early platform analytics revealed that while some residents had engaged with the Green Home Guide, they had not completed their chosen home area. This insight led to rapid iteration: we made it clearer that residents would only receive points upon full completion of an area, and we increased the points value to recognise the time and effort required.

To further encourage engagement, a competition was launched during months two and three of the programme. This offered two £20 voucher prizes in a raffle for residents who

completed an area and provided feedback on the programme. The competition was promoted both on the platform and through the monthly newsletter. This intervention resulted in a noticeable spike in engagement, with 17 courses completed on the day the newsletter was issued and the following day highlighting the value of the newsletter and the incentive.

Looking ahead, one suggestion is to continue promoting the Green Home Guide via the monthly newsletter. This could include spotlighting particular home areas or course topics and sharing short, engaging videos that provide a snapshot of the content. These spotlight features could help generate renewed interest and encourage more members to complete specific areas of the Guide.

Additionally, this comms material could be effective if used to promote the programme externally on social media, Council website etc.

Innovative feature 2: personalisation
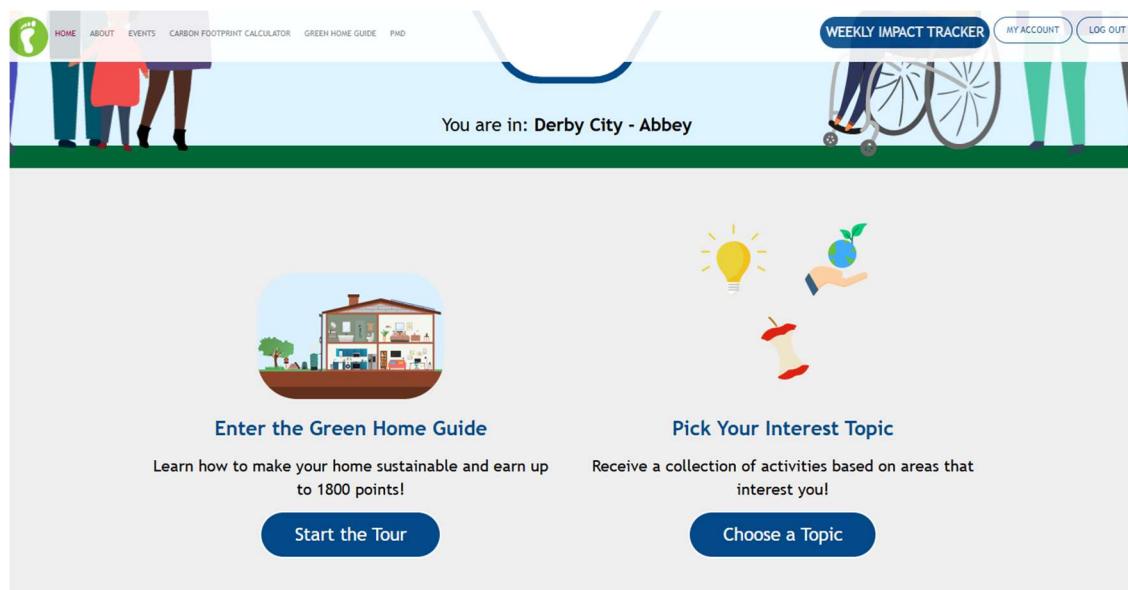
Figure 12: Homepage - residents can click the button to change their interest topic

What is it?

This personalisation feature allows residents to see additional activities based on a topic they are most interested in, choosing between biodiversity, food waste and home energy efficiency. Upon registering, the resident is asked to choose one topic and reminded they can change their selection at any point. They see four additional activities relevant to that topic, enabling them to personalise their experience with Green Rewards and deepen their actions and knowledge on an area of their choosing. A button at the top of the homepage makes it an easy and obvious reminder for residents to change their interest

topic. In a recent feedback survey of users in comparable programmes, an emerging theme for improvement was to have changing activities and more personalised activities. The addition of the feature targets both of these elements, and puts the element of choice back to the resident, thereby empowering them in their capacity to make changes.

Learnings

During the development of the brief for the personalisation feature, several scenarios were explored to better tailor the experience for residents. These included segmenting content based on whether a resident was a homeowner, landlord or a renter, as well as tailoring it by areas of deprivation. Ultimately, these ideas were not pursued. There was not enough meaningful difference between activities for homeowners and landlords to justify separate pathways. Additionally, there would be more activities for homeowners than renters and the number of activities needed to be the same across groups.

Another scenario was designing content based on deprivation levels. This was considered potentially misleading, as it risked making inaccurate assumptions about residents' priorities. For example, residents living in areas of higher deprivation may still be interested in electric vehicle (EV) charging infrastructure, particularly if their work requires regular travel—challenging the assumption that EV interest is confined to more affluent areas.

The project group decided to design the groups based on themed areas and offer the resident to choose the topic they were most interested in. The topic areas chosen were food waste, biodiversity and home energy.

The home energy group of activities received broad participation, with residents engaging across all four activities. This was likely due to its universal relevance—everyone lives in a home, so all residents could find something applicable. The activity asking residents to report on environmental-related home upgrades they had undertaken saw the lowest engagement within the group. This was expected due to the higher effort required to participate.

The Food Waste activity group had the highest overall engagement across the programme. Weekly reporting on food waste reduction actions proved to be the most popular of all activities within the interest groups. This is understandable because everyone eats food and minimising food waste has cost-saving benefits too.

However, when compared specifically to other weekly reporting activities, it had the lowest engagement. This may be due to residents needing to actively select the Food Waste interest group to view the activity. This suggests that allowing residents to choose a single interest group may not be the most effective model, as it can unintentionally hide relevant activities and relies on residents remembering to switch between groups.

Biodiversity activities received the lowest engagement overall. Three of the activities required residents to submit photos, which introduced a higher barrier to participation. This trend is consistent with other comparable programmes. In addition, not all residents have easy access to outdoor green space, which can make it difficult to take part in activities such as growing a wild patch or harvesting rainwater. Again, this is in line with patterns observed elsewhere.

Based on these insights, a potential recommendation is to shift away from the current interest group model and instead run the programme as a series of distinct campaigns. For example, a focused two-month campaign on Food Waste, followed by one on Biodiversity, and then one on Home Energy Efficiency. This approach would eliminate the issue of certain activities being hidden based on interest group selection and would free up the design of activities from the constraints of balancing points across groups.

Furthermore, running the programme in this way would simplify communications, as a single topic could be promoted consistently across all channels during each campaign period, increasing clarity and reinforcing key messages for residents.

Residents called also vote on their preferred interest topic from a variety of options, providing an engagement opportunity in designing the campaigns.

Both the Green Home Guide and the Interest Topics are unique and innovative features developed specifically for this project and wouldn't have been possible without the funding from Innovate UK.

Engaging with residents

Launch and ongoing promotion

We had a dedicated launch and promotion meeting to discuss and agree a plan for an effective launch. Team Jump created assets and materials for the LAs communication channels and used prior experience to advise.

One technique was to run a registration competition – any resident that registers before the end of the first month was eligible to win one of the first raffled voucher prizes. This saw a higher rate of registrations in the first month (205) compared to month 2 and 3 which saw an average of 50.

Other promotions that ran upto the launch and in the first month include:

- social media promotion
- this article on Derby City site
- a press release

- Derbyshire Dales pre-launch promotion piece

- Permanent pages promoting the programme on City and Dales websites

Important for success is to plan for continued promotion and advertising beyond the launch. The initial registrants will be the keen residents who are actively engaged in sustainability and the council. Further and ongoing promotion with varying messaging is needed to attract residents who are less engaged or will be motivated by different messages such as, the voucher rewards, different activity topics (cycling, food, fashion, plastics, nature). Derby City found that content highlighting the other benefits - saving money and improved health - was a better motivator than climate action with most audiences. In the first four months, residents heard about Green Rewards through the following channels: 44% council email, 27% social media, 10% local news.

Team Jump are in the process of creating demonstration videos to be used on social media and aid navigation. From delivering over 20 resident facing programmes, we find that residents seem to have lower technical skills and more enquiries on usability compared to employee programmes. We hope that these videos will support accessibility.

The delivery team met on the launch week and one month after launch to review progress so far. This provided an important opportunity to discuss and share best practices. In this meeting, a collaborative social media approach was agreed in which one council took the lead on posting and would tag the other councils. This resulted in overall less resource needed across the councils, and increased impact of each post.

Derby City ran Facebook adverts on behalf of both local authorities from 12th – 31st May which successfully resulted in an increase in registrations as seen from the graph in figure 13:

Figure 13: Increase in registrations during Facebook adverts campaign

This can be accompanied by new features or activities on the programme to create novelty and change for existing members. For three-months from month two, we launched a campaign focusing on the impacts of fast fashion and actions individuals can take to reduce environmental impact of fashion. Team Jump provided promotional comms assets including a gif and reel which the LAs used as social media content. The LAs found that video content got much higher engagement rates on social media, particularly Facebook, and highlighted the value in investing in this.

Programme impact

In the first three months of the programme, residents logged 4,607 actions which resulted in an estimated:

- 10,009 kg CO2e avoided
- 551 plant-based days
- 11,293kWh energy avoided through switching off
- 5,160 kg waste avoided by recycling and avoiding disposables

A feedback activity collected residents ideas and suggestions. 60% of responses were positive: 'fantastic initiative', 'lots of good ideas to prompt simple positive actions', with support for the submitting evidence of actions.

25% of responses were neutral and residents had some suggestions including integrating with more wearables, above the existing Fitbit integration available.

Conclusion

The success of the programme to date provides a strong foundation for future development. Residents have engaged meaningfully across a range of activities, and early insights have helped shape and refine the offer in real time. Based on the learnings from this initial phase, there is a clear case to continue running the programme.

Looking ahead, there is potential to expand the programme to include additional LAs or to combine with the existing Nottinghamshire-wide Green Rewards programme. This could enable a more regional approach, helping to drive broader awareness, be more efficient with resourcing and increase interest through regional press engagement and collaborative communications.

A shift in structure may also be beneficial. Replacing the current interest topic model with regular, themed campaigns could support clearer communication and allow for more flexibility in activity design. This approach would help ensure all residents are exposed to the full range of activities, rather than having them hidden behind selected interest groups.

The Green Home Guide remains a valuable part of the programme and should continue to be promoted.

Promotion of the programme across multiple channels should also continue. Facebook advertising proved to be an effective tool, as did video content, a joined-up communications approach and using incentivisation campaigns. Though important is the resident specific approach – Derbyshire Dales noted less success on social media compared to Derby City which could be related to an older, more rural population.

For any other councils considering a similar initiative, a key recommendation from the LAs is to involve internal communications and marketing teams and elected councillors from the outset. Their support is instrumental in ensuring the programme is visible, well-supported internally, and positioned for long-term success.

Innovate UK

Net Zero Living:
Fast Followers

Co-county Carbon Coordination Project

Project Dashboard Development

MIDLANDS NET ZERO HUB

Broxtowe Borough Council

Derby City Council

DERBYSHIRE County Council

Gedling Borough Council

Nottingham City Council

Nottinghamshire County Council

Rushcliffe Borough Council

Project Dashboard

The original intention as set out in the bid was to 'create a co-county project pipeline'

The rationale for creating this as part of the project was:

- To highlight the scale of ambition in the region – to the incoming Combined Authority, to investors and to the government via Innovate UK and DESNZ.
- To be able to respond rapidly when sources of funding become available – particularly where collaboration or geographic spread are desirable.
- To identify common ambitions where resources could be pooled to move these forward – eg. a common brief, joint procurement, shared legal

The following data was collected:

- Organisation Name
- Project Name
- Project Value (+Actual or Estimated)
- Theme
- Status (Project lifecycle stage)
- Additional support to required to make the project happen
- Additional notes
- Barrier to project delivery

Then a project classification matrix which was included with a view to being able to do basic analysis of the types of projects listed.

Project Classification											
Power Generation			Heat generation		Storage		Buildings	Transport	Horticulture		
Solar	Wind	Hydrogen	Heat networks	Heat pumps	Battery	Thermal	Retrofit	Electric vehicles	Farming		Multi-

This was collected for all project partners during the 2nd quarter of the project, then expanded (at the suggestion of the project monitoring officer) to include all willing local authorities within the two county area by the end of Q4.

The suggestion from the project monitor:

Create a visual dashboard from data collected relating to prospective Local Authority projects across Derbyshire and Nottinghamshire which could be made visible to funders and interested parties as well as to the local authorities themselves.

The PM developed this into a short brief for the project team to take on:

1. Determine if data collected is fit for purpose

   - Develop a couple of test cases, ie 'If I wanted to do _____ would I have the information needed'

2. Develop questions / data fields for an e-form or other identified streamlined way of collecting information

3. Develop a presentation format such as a dashboard or web 'front end' and implement

   - Part of the project is to figure out what this is
   - It needs to be visually attractive and easy to interact with
   - This needs to be something that can be easily kept up to date, ideally without specialist input
   - Possible hosting options may include MNZH website NCC Website or EMCCA
     - Data consent needs to be looked into eg. commercial sensitivity

As this was somewhat outside of the expertise of most of the project team, the PM also took up the offer of support from the relevant technical assistance partner, Zühlke. A number of meetings over several months followed, to explore if/how Zühlke could support the project

Zühlke's first recommendation was to improve the consistency and completeness of the data. There were many free-text categories, making it very difficult to draw out any management information, and some columns were essentially asking the same thing eg. 'Additonal support needed' and 'Barriers to project delivery' were mostly saying similar things. The revised data categories were as follows:

- Organisation
- Project name
- Project value
- Actual or estimated
- Theme
- Sub-theme
- Status (e.g. Concept, business case, shovel ready, etc.)
- Additional notes
- Main barrier to project delivery
- Project duration (years)
- Estimated Whole Life carbon saving (tCO$_2$LT)
- Estimated whole life cost saving (£)

Further discussions followed as to what a dashboard might usefully present

This included:

- Breakdown of projects by theme (for region and each local authority)
- Comparison of total number of projects by local authority
- Project Value Distribution
- Project lifecycle stage distribution
- Most common barriers

Below is the first version of the dashboard created by Zühlke. This was developed in Python and takes data directly from the excel based project list.

Derbyshire & Nottinghamshire Project List Dashboard

Project Classification	Project Value Distribution	Project Theme Distribution	Project Deep Dive

Overview	Council View

Theme Count Per Council

Theme

- Building Decarbonisation
- Stakeholder Engagement
- Heat Decarbonisation
- Housing Retrofit
- Energy Storage and Distribution
- Agriculture or Horticulture
- Renewable Energy Generation
- Adaptation and Resilience
- Transport
- Skills and Education
- Other or multiple
- Energy Efficiency
- Environment
- Waste

Derbyshire & Nottinghamshire Project List Dashboard

Project Classification	Project Value Distribution	Project Theme Distribution	Project Deep Dive

Overview	Council View

Project Value Slider

| 10000000 | 100M | 200M | 300M | 400M | 540M |

Project Value Distribution

- Provision of capacity on constrained electricity network
- EV Charging Infrastructure
- DE-Carbonise
- LEVI - EV Charging Infrastructure
- Local Carbon Neutral Energy for Mass Transit - Nottingham Solar Farm
- Major Estate retrofit scheme (2024-27)
- Network Minewater Heating distribution
- PSDS 4a - 2 x Leisure centres
- PSDS 3c
- PSDS3b Decarbonisation of Arc and Wirksworth Leisure Centres
- Home energy retrofit programme -
- Home Upgrade Grant 2
- Green Entrepreneurs Fund
- Replacement Cremator and Abatement Equipment
- Social Housing Decarbonisation Fund Wave 2.1
- D2Grids mine energy scheme
- Cotgrave Swimming Pool Decarbonsiation Project
- Ground mounted solar farm on Council owned land (1MW)
- SHDF

This version was demonstrated to a group of public sector climate/energy officers (D2N2 Local Authority Energy Partnership) in December 2024

Questions asked :

- What information would be useful for you to be able to see?
- Where do you see the balance of enough information versus too much - either due to commercial sensitivity or too much to manage/ process?
- What are your thoughts on how it looks?
- What are your thoughts on how it works?
- How do you think it could best be kept up to date?
- Would you like to see any other data presented?
- How does the data structure compare to the information that you hold for your projects?

Feedback given:

- Consideration needs to be given to rural versus urban
- Estimated vs. actual budget – more value in the latter but can it be filtered?
- How would lessons learned be shared?
- How would it be maintained?
- Visualisation of project lifecycle would be good
- Distinction to be drawn between aspirations versus likely projects
- Single person point of contact is preferred for updates (vs. self-serve)
- Useful to present project barriers (most common)
- There needs to be a minimum value
- Limited number of criteria and omit everything else, for clarity of MI
- Needs to link to public health board
- Needs Interdependencies column e.g. health

A means of incorporating all of this feedback was not clear within the limitations of how the data was collected and the sophistication of tools available. Particularly given that it was clear that stakeholders preferred manual maintenance and updating of the tool by a single point of contact. Hosting and access also presented limitations, as explored in the next section, as it is necessary that all stakeholders can access the information, the use of proprietary software which might potentially be more sophisticated, but require a licence to access it, would be a significant barrier to engagement.

Options explored

 A number of possible platforms for creating a dashboard were trialled. There are visuals from each on the pages that follow.

Custom coded in Python

This was the first version, as shown above. Advantages to this approach are that it is very customisable in the beginning – with the ability to change any aspect of the appearance or functionality. It is also very compatible with web based hosting, whilst still enabling straightforward updates using the original excel spreadsheet.

The chief disadvantage is that it requires a competent coder to create it in the first place and then it either has to stay the same indefinitely, including a rigid adherence to the structure of the excel that feeds into it (or it simply won't display anything at all). Whilst the technical support offer available from Innovate UK would (and has) enabled the initial development, it would be necessary to consider every analysis that might be useful and build this in at the outset, with no opportunity to change this in future without paying to access external expertise.

Google Looker

Noting the limitations of the Python approach (above) Zühlke proposed a self serve option in the form of Google Looker – Google's data visualisation application. Using the same excel basis, it is relatively straightforward to replicate most of the visuals and functionality/ interactivity of the Python version into a single dashboard, with much less technical expertise required. This can be shared to web (static) or accessed via a shared Google Drive.

There is one fundamental problem with this approach: to even access the outputs, a google account is required. None of the councils on the project have corporate subscriptions to google so this is not available to their employees.

Power BI

Power BI is Microsoft's business intelligence and data visualisation application. Zühlke suggested it next because it has the same functionality as Google Looker but, being a Microsoft product, is available to local authorities via their existing Microsoft licence.

It is significantly less intuitive to use than Google Looker, but using CoPilot for instructions, a novice (ie the project manager) can build a dashboard similar to the other versions discussed.

The primary downside to using Power BI is not the application itself, but the version that Nottingham City Council uses. While the current version of Power BI is cloud based, the version NCC uses is installed on-premises on their servers. In order for the interactions to work properly, the user needs to be able to open the file and the underlying data (or it needs to be exported to web). This could be done using a sharepoint with controlled access, but one of the aims was for this to be an online tool that external entities could access. This would create a route back to NCC servers which, given the sensitive social care data they hold, is an unacceptable risk.

At present the only way to make the dashboard publicly available is as static images posted to web.

The current version of Power BI would not have this problem so is the preferred long-term solution. Alternatively, if another local authority, such as the combined authority, has the latest version and is willing to take on responsibility for maintaining the dashboard, this would be the ideal short-term solution.

Excel

In the absence of an alternative host for the dashboard, it was reluctantly accepted that static images from Power BI offer no advantages over simply arranging excel charts into a dashboard and either publishing these to web or simply sharing the excel file directly with interested parties. This has the advantages of familiarity and accessibility but cannot really be considered as openly available. This also introduces the problem of version control and maintaining the currency of information.

Conclusion

There are pros and cons to each to the options presented here, and opinions on these may differ from one council to another. For this project, the preferred future option is Power BI, while the pragmatic interim solution is Excel.

In all cases, it is important to consider who will 'own' the tool and maintain its underlying data, including liaison with all of the project originators. It is this, and the structure of the data, as described at the beginning of this report, that really matters more than the tool used to represent it.

Google Looker

Derbyshire & Nottinghamshire Projects Dashboard

Organisations ▼

	Total Organisatio...	Total Projects
	18	171

Number Of Projects Per Organisation

Pie chart legend:
- Nottingham City Council
- South Derbyshire District Council
- Derby City Council
- Derbyshire County Council
- Chesterfield Borough Council
- Derbyshire Dales District Council
- Erewash Borough Council
- Nottinghamshire County Council
- Gedling Borough Council
- Others

Theme and Sub-Theme distribution per organisation

Themes (y-axis): Housing Retrofit, Building Decarbonisation, Transport, Renewable Energy Generation, Energy Efficiency, Heat Decarbonisation, Environment, Other or multiple, Skills and Education, Agriculture or Horticulture

Legend:
- Social Housing
- null
- Fleet
- EV Infrastructure
- Own Estate
- Solar
- Private/able to pay
- Geothermal

Projects Value

Organisations: Bassetlaw District Council, Bolsover District Council, Broxtowe Borough Council, Ashfield District Council, Amber Valley Borough Council

Project Details

	Organisations ▼	Project Name	Theme	Project ...	Status (e.g.,concept, business case, shov...
1.	Broxtowe Borough Council	SHDF	Housing Retrofit	900000	Definition (Full Business Case)
2.	Broxtowe Borough Council	Depot EV Charge Points	Transport	25000	Investment Ready
3.	Broxtowe Borough Council	Decarbonisation of the fleet	Transport	126000	Investment Ready
4.	Broxtowe Borough Council	Devolution Retrofit	Housing Retrofit	580000	Definition (Full Business Case)
5.	Broxtowe Borough Council	LEVI	Transport	0	null
6.	Broxtowe Borough Council	Building Decarbonisation plans	Building Decarb...	15000	Investment Ready
7.	Bolsover District Council	Mine Water demonstrator	Heat Decarbonis...	null	Definition (Full Business Case)
8.	Bolsover District Council	HNDU Mine water project	Heat Decarbonis...	175000	Feasibility (Strategic Outline Case)
9.	Bolsover District Council	BEV Infrastructure	Transport	15000	Investment Ready

1 - 22 / 22 < >

Power BI

Project Theme Distribution

Theme
- Transport
- Housing Retrofit
- Building Decar...
- Other or multi...
- Heat Decarbo...
- Renewable En...
- Skills and Edu...
- Energy Efficien...
- Environment
- Stakeholder E...

Pie chart values:
- 40 (23.53%)
- 35 (20.59%)
- 26 (15.29%)
- 15 (8....)
- 13 (7.65...)
- 13 (7.65%)
- 6 (3.53%)
- 1
- 1 (0.59%)

Count of Project Name by Organisations

Organisations (y-axis):
- Nottingham City C...
- South Derbyshire ...
- Derby City Council
- Chesterfield Borou...
- Derbyshire County...
- Derbyshire Dales ...
- Erewash Borough ...
- Bolsover District C...
- Gedling Borough ...
- Nottinghamshire C...
- Rushcliffe Borough...
- Bassetlaw District ...
- Broxtowe Borough...
- North East Derbys...
- Mansfield District ...
- (Blank)
- Amber Valley Boro...
- Ashfield District C...
- Newark & Sherwo...
- High Peak Boroug...

X-axis: Count of Project Name (0, 10, 20, 30)

Organisations
- ☐ (Blank)
- ☐ Amber Valley Borou...
- ☐ Ashfield District Cou...
- ☐ Bassetlaw District C...
- ☐ Bolsover District Co...
- ☐ Broxtowe Borough ...
- ☐ Chesterfield Boroug...
- ☐ Derby City Council
- ☐ Derbyshire County C...
- ☐ Derbyshire Dales Dis...
- ☐ Erewash Borough C...
- ☐ Gedling Borough Co...
- ☐ High Peak Borough ...

Project Lifecycle

Lifecycle Stage ● (Blank) ● Apprais... ● Complete ● Concept ... ● Definitio... ● Feasibilit... ▷

Organisations (y-axis):
- Nottingham City Council
- South Derbyshire Distri...
- Derby City Council
- Chesterfield Borough C...
- Derbyshire County Cou...
- Derbyshire Dales Distric...
- Erewash Borough Coun...
- Bolsover District Council
- Gedling Borough Council
- Nottinghamshire Count...
- Rushcliffe Borough Cou...
- Bassetlaw District Council
- Broxtowe Borough Cou...
- North East Derbyshire ...
- Mansfield District Coun...

X-axis: 0, 10, 20, 30

R... ● Geother... ● Heat Ne... ▷

Theme (y-axis):
- Transport
- Housing Retrofit
- Building Decarbonisation
- (Blank)
- Other or multiple
- Heat Decarbonisation
- Renewable Energy Generati...
- Skills and Education

X-axis: 0, 10, 20, 30, 40

Excel

Sample of Project Information Showing Data Headings

Organisation	Project Name	Project Value	Actual or Estimated	Theme	Sub-Theme	Status (e.g. concept, business case, shovel ready, etc.)	Additional Notes	Main barrier to project delivery	Project Duration (years)	Estimated Whole Life carbon saving (tCO₂?)	Estimated whole life cost saving (£)
Broxtowe Borough Council	LEVI	£0.00	Estimated	Transport	EV Infrastructure	Definition (Full Business Case)	Will be supporting the NCC pilot for the projects in BBC. Incorporated within draft EV strategy.	Planning/ approval			
	Decarbonisation of the fleet	£526,000.00	Estimated	Transport	Fleet	Complete	9 Electric vans now purchased. HVO fuel replacement for compatible diesel vehicles currently in progress.	Funding			
	Dewolition Retrofit	£580,000.00	Actual	Housing Retrofit	Social Housing	Definition (Full Business Case)	Roof insulation. EPCs currently D to be improved to C.	Public acceptance			
	Building Decarbonisation plans	£25,000.00	Actual	Building Decarbonisation	Own Estate	Investment Ready	Consultant fees to complete decarbonisation plans for three key properties at Broxtowe. To enable information to be ready for future funding opportunities or to be incorporated into capital plans.				
	Depot EV Charge Points	£25,000.00	Actual	Transport	EV Infrastructure	Investment Ready	Installation of 2 x 7kW chargepoint at Kimberley Depot as part of DJN3 funding				
	SHDF	£900,000.00		Housing Retrofit	Social Housing	Definition (Full Business Case)	1850s Eastwood. Heritage Conservation Area. EPCs currently D,E,F, to get up to C.				
Gedling Borough Council	LED 2	£555,668.00	Actual	Housing Retrofit	Social Housing	Complete		Internal Capacity			
	Decarbonisation of Council Buildings			Building Decarbonisation		Appraisal (Outline Business Case)					
	MLI1	£825,000.00	Estimated	Housing Retrofit	Private/Able to pay	Investment Ready					
	SWI	£891,000.00	Estimated	Housing Retrofit	Social Housing	Investment Ready		Internal Capacity			
	Electrification of Depot		Estimated	Transport	EV Infrastructure	Feasibility (Strategic Outline Case)					
	LEVI		Estimated	Transport	EV Infrastructure	Feasibility (Strategic Outline Case)					
	Decarbonisation of fleet	£600,585.35	Actual	Transport	Fleet	Investment Ready	Local electric vehicle infrastructure, https://www.gov.uk/guidance/apply-for-local-electric-vehicle-				
	Dewolition Retrofit funding	£584,500.00	Actual	Housing Retrofit	Social Housing	Complete					
Rushcliffe Borough Council	Cotgrave Swimming Pool Decarbonisation Project	£1,200,000.00	Estimated	Building Decarbonisation	Own Estate	Investment Ready		Funding			
	Swimming pool support fund	£500,000.00	Estimated	Building Decarbonisation	Own Estate	Investment Ready					
	PV20 4i 1x bids Julian Game / Gamston community	£162,415.00	Actual	Building Decarbonisation	Own Estate	Investment Ready		Funding			
	EV Infrastructure	£700,000.00	Estimated	Transport	EV Infrastructure	Appraisal (Outline Business Case)		Planning/ approval			
	HVO	£50,000.00	Estimated	Transport	Fleet	Appraisal (Outline Business Case)					
	LED		Estimated	Transport	EV Infrastructure						
	Dewolition Retrofit funding	£584,500.00	Actual	Housing Retrofit	Social Housing	Complete					
Nottinghamshire County Council	LEVI - EV Charging Infrastructure	£5,500,000.00	Estimated	Transport	EV Infrastructure	In progress	NCC Partnership project to facilitate the installation of EV infrastructure across the County. £5.5m has been awarded to Nottinghamshire. NCC will be working closely with District Councils to deliver this. The overall Midlands				
	Fleet decarbonisation	£0.00	Estimated	Transport	Fleet	Concept (Brief Development)	Vehicles are currently being replaced by the most energy efficient alternatives available, however allocated budgets restricts this. A fleet review is currently	Funding			
	Staff Travel Project	£0.00	Estimated	Transport		In progress	A project is underway to reduce staff zero mileage both through behavioural				
	Nottinghamshire County Councils Net Zero	£0.00	Estimated	Other or multiple		Concept (Brief Development)	A draft Strategic Nottinghamshire Net Zero Framework is being developed to				
	Local Energy Advice Demonstrator	£0.00	Actual	Other or multiple		In progress	The LAEP project aims to support and advise able to pay home owners to adapt				
	Sustainable Procurement Policy	£0.00	Actual	Other or multiple		In progress	The Sustainable Procurement Policy was approved by Cabinet in October 2022				
	Nottinghamshire Farmstart Initiative	£0.00	Estimated	Agriculture or Horticulture		Concept (Brief Development)	An initial feasibility has been completed to look into producing food more				
	LED Highway Slains	£800,000.00	Estimated	Energy Efficiency	LED Lighting	Concept (Brief Development)	locally within the county and borough that may be in the county				
Derby City Council	Rewilding of Allestree Park	£0.00	Actual	Environment	Rewilding	In progress	Partners: Derbyshire Wildlife Trust, Rewilding Britain and the University of Derby	Funding			
	Di-Carbonise	£5,688,348.00	Actual	Other or multiple		Complete	Partnership with Derbyshire County Council and University of Derby. Project value stated in the total budget for both Councils, who operate a shared team.				
	Net Zero Innovation Programme - Care Homes	£12,000.00	Actual	Other or multiple		In progress					
	Forest for the Future	£114,000.00	Actual	Environment	Tree planting	Complete					
	Solar photovoltaic system on new Beckersall Performance Venue	£170,950.00	Actual	Renewable Energy Generation	Solar	Complete					
	Upgrade of field Lane Car park lighting to LED	£163,007.00	Actual	Energy Efficiency	LED Lighting	Complete					
	Introduction of Climate Impact Assessment for internal Key Decision reports	£0.00	Actual	Other or multiple		Complete					
	Climate Change Training for staff	£0.00	Actual	Skills and Education		Complete					
	Insulation for low-income private housing	£500,000.00	Estimated	Housing Retrofit	Private/able to pay	In progress	Tops up the shortfall for Green Homes Grant/HUG? funding, due to increase in materials costs.				
	Tree and wildflower planting programme	£0.00	Actual	Environment	Tree planting	In progress					
	Transforming Cities low carbon transport projects	£0.00	Actual	Transport		In progress					
	Development of new or refurbished Crematorium, incorporating low carbon features	£0.00	Estimated	Heat Decarbonisation		Concept (Brief Development)					
	Upgrade lighting across the Council estate to LED, including street lighting	£0.00	Estimated	Energy Efficiency	LED Lighting	Concept (Brief Development)		Funding			
	Low carbon retrofit of Hackleton Road site	£0.00	Estimated	Building Decarbonisation	Own Estate	In progress	Ambition to create a low carbon retrofit exemplar for the city, if funds permit	Funding			
	Derby Homes properties - Heat Pump Feasibility	£0.00	Actual	Heat Pump Feasibility		In progress					
	Modifications to Derwent Hydro station to increase energy production	£0.00	Actual	Renewable Energy Generation	Hydro	In progress		Funding			
	ULEV vehicle replacement programme	£0.00	Actual	Transport	Fleet	In progress	Upgrading hydrocarbon fuelled vehicles, including waste collection vehicles, with ULEVs				
	PV systems to outside Derby Homes properties with an SAP < D or housing the elderly and vulnerable	£0.00	Actual	Renewable Energy Generation	Solar	In progress					
	Dewolition Retrofit	£584,500.00	Actual	Housing Retrofit	Social Housing	Complete					
	HVO Trial	£6,476.00	Actual	Transport	Fleet	In progress	16-week trial of HVO in 6 DCC RCVs - identify whether a business case can be formulated to use HVO to replace diesel across more of the fleet. Accompanying piece of work with DdU to assess sustainability of sourcing, tailpipe emissions etc.	Funding		52.5	0
	EV charge points at Stores Road Depot	£10,042.00	Actual	Transport	EV Infrastructure	Complete					
	Derby Promise	£0.00	Actual	Skills and Education		In progress	The Derby Promise young people engagement programme is focusing on climate change as its next topic. It is a multi-agency support programme with the aim of involving young people in the conversations about how the city can respond to both the opportunities and challenges that climate				
	Community Climate Forum	£0.00		Stakeholder Engagement		In progress	group run by Derby Climate Coalition and Derby City Council, meeting bi-monthly on a range of climate topics. It aims to share information on actions across the city and to facilitate	Internal Capacity			
	Home Energy Advice Service	£0.00		Other or multiple		In progress	collaboration with other agencies, organisations and partners	Funding			
Derbyshire County Council	Homes fit for the future – Derbyshire's home energy efficiency improvement project	£0.00	Estimated	Housing Retrofit	Private/able to pay	Concept (Brief Development)	Supporting Derbyshire's residents to improve the energy efficiency of their homes. Community engagement planned for autumn/winter 2022 to inform the development of a project plan for co-delivery.	Skills			
	Derbyshire Renewable Energy Spatial Study	£50,000.00	Actual	Renewable Energy Generation		Complete	Development of a Renewable Energy Spatial Study for the county including an energy resource assessment that identifies opportunities for renewable energy generation. Funding secured from D2N2, Midlands Energy Hub and the Derbyshire Economic Prosperity Committee. Project commissioned in December 2021 and completed in September 2022.	Planning/ approval			
	Derbyshire Natural Capital Strategy	£100,000.00	Actual	Environment	Biodiversity	Complete	DCC has commissioned a Natural Capital and Biodiversity Strategy for the county of Derbyshire, including the area of the Peak District National Park that falls within the county. The study will inform investment and natural capital decision making by DCC as well as external and partner organisations e.g. district and borough councils. The study identifies the priority areas for the protection, restoration, and enhancement of natural capital assets. It will take climate change implications into account to maximise the economic, social, and environmental benefits that result				
	Green Entrepreneurs Fund	£1,000,000.00	Actual	Other or multiple		In progress	Green Entrepreneur's Programme. DCC has partnered with the Uni of Derby to deliver a £2m grant fund for businesses interested in developing and investing in green energy and carbon reduction schemes and individuals looking to retain in the field of alternative energy. The programme is both a capital and revenue fund open to organisations and individuals based in Derbyshire.				
	Solar Farm Feasibility Studies	£0.00	Estimated	Renewable Energy Generation	Solar	Appraisal (Outline Business Case)	APSE Energy appointed to review 15 DCC-owned sites for ground mounted solar PV. One site (nr Williamthorpe) selected with Planning Application submission due in March 2024.	Grid Connection			
	Climate change planning guidance and metric	£0.00	Estimated	Other or multiple		Complete	Through the Vision Derbyshire Climate Change and Planning Sub-Group, Derbyshire's councils have been collaborating to develop Climate Change Planning Guidance, which is designed as an umbrella document to drive consistency across the county and will provide part of the evidence base for the development of local plan policies and supplementary planning documents. The Planning Guidance is supported by a climate change metric which will be applied at planning application stage to assess the degree to which climate change has been included in the design of a new development.	Planning/ approval			
	EV Charging Infrastructure	£7,000,000.00	Estimated	Transport	EV Infrastructure	Definition (Full Business Case)	DCC has committed to facilitating the installation of 1,000 public charge points by 2025. A consultant has completed a study into potential demand across the county and to assess the preferred locations and types of charge points needed to meet this demand. The next stage is complete soft market testing with commercial suppliers to understand appetite for implementing study outputs, project would then move to appointing commercial suppliers. £7.3m of government funding confirmed in Nov 2023.				
	A Strategic Framework for Derbyshire County Council action to deliver Net Zero energy in Derbyshire	£0.00	Actual	Other or multiple		In progress	A draft Strategic Framework has been designed to identify where and how the Council should act in the complex and multi-faceted Net Zero energy agenda. The Framework identifies six Net Zero energy policy objectives where the Council's involvement is warranted in contributing to their delivery. It also proposes the roles that the Council should take in doing so.				
	Derbyshire and Nottinghamshire Local Authority Energy	£0.00	Actual	Other or multiple		In progress	The LAEP works to address fuel poverty, reduce carbon emissions, improve energy efficiency and				
	DE Carbonise	£0.00	Actual	Other or multiple		Complete	Joint project between Derbyshire County Council and Derby City Council. The DE-Carbonise project				
	Sustainable Procurement Policy	£0.00	Actual	Other or multiple		Complete	This Sustainable Procurement Policy was approved by Cabinet in June 2022 and sets out how				
	Fleet decarbonisation	£0.00	Estimated	Transport	Fleet	Appraisal (Outline Business Case)	Vehicles are currently being replaced by the most energy efficient alternative available, with the				
	EV use and car sharing	£100,000.00	Estimated	Transport	EV Infrastructure	Appraisal (Outline Business Case)	DCC currently working with a consortium, led by COBES but also including Nackben and Co-Charger,				