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## Introduction

Manchester City Council wants to “generate a vigorous debate” about its recent report, the “Call to Action”. This publication, the “Call to Real Action,” is a contribution to that debate. It has been produced by a group of citizens of Manchester, all of whom are involved in developing responses to climate change. Some of us carry out practical action, some of us are involved in campaigning or policy change, for some of us it is our job - but for all of us it is a passion. We care about Manchester and we care about its future. We believe, in common with Manchester City Council, that if we move quickly and with principled conviction, then responding to climate change will not only bring great changes but also great benefits overall for the citizens of Manchester. We are, however, disappointed by the report prepared by the London-based consultancy 'Beyond Green', and we believe the Council to be capable of a bolder and more adequate vision and strategy.

Our report responds to the Call to Action, welcoming the proposals and ideas in it, while offering suggestions for improvements to it. Our Call to Real Action also contains a myriad of suggestions that the Council can begin to put in place -or help the people of Manchester put in place - right away, alongside the existing Catalytic Action. Many of the proposals put forward also would sit very well within the Manchester Climate Change Action Plan, which is

to be written and released by the end of the year.

**Manchester City Council approved their “Call to Action” in January 2009. It is intended “to engage people from all walks of Manchester life in climate change action and build support for a new way of thinking about climate change”. It describes the challenge of climate change, the opportunities for Manchester in addressing climate change, and who has the responsibility for taking action. The last section describes 9 “catalytic actions” which will “provide impetus, begin to build transferable skills and knowledge ... and show leadership on some of the biggest challenges and opportunities climate change poses to the city.” Prior to the publication of Call to Action, Manchester City Council produced a set of Climate Change Principles (February 2008) and, through Manchester Enterprises, a “Mini-Stern” report (July 2008), which described the likely impact of climate change on the economy of Greater Manchester. The final “Manchester Climate Change Action Plan” will be published sometime in late 2009 after widespread consultation. This will lay out how Manchester will reduce its carbon footprint by 1 million tonnes by 2020.**

## 2 The challenge of climate change

### 2.1 The scientific context

*"It's later than you think" - the lead author of the 'Science of Climate Change' report in 2007, Susan Solomon, repeatedly used this phrase at a two day conference at the Royal Society in London.*

In 1992, at the Rio Earth Summit, the governments of the world agreed they "should take precautionary measures to anticipate, prevent or minimize the causes of climate change and mitigate its adverse effects." Almost two decades on from that Rio meeting, the evidence of man-made climate change is now overwhelming (IPCC 2007). There is 'hard evidence' from all around the world, in rapid glacier melting, the changing acidity of the oceans, the die-back of rainforests and a host of other indicators.

At a conference in Copenhagen in March 2009, the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC, 2007) was shown to have been too cautious in its predictions. The Assessment Report was based on peer-reviewed work that had been completed before 2005, and most of this did not factor in 'positive feedback loops' that amplify the problem.

There is now a spectre haunting

Europe and the world, of crossing a threshold of 'tipping points', where these positive feedback loops feed upon themselves. The two most popularly understood are the Arctic icecap and the Amazon rainforest. White surfaces reflect heat, so the more ice there is, the more heat 'bounces off' the earth. As ice melts, and is replaced by dark ocean, the ocean warms up, melting more ice. The rainforests are a "sink" for carbon dioxide, meaning that trees absorb some of the carbon dioxide that human activity puts into the atmosphere over and above natural emissions. But as the global temperature increases, and the forests dry out, they become more vulnerable to fires. A fire a) releases all the carbon that was stored and b) means that the "sponging up" effect is no longer available.

The general trend of climate change science seems to indicate that the situation is worse than previously thought. Radical action is needed now if we are to avoid a global catastrophe.

#### **Practical actions:**

- ❖ Manchester City Council could employ a climate communications consultancy (e.g. Climate Outreach Information Network, which has previously run training for "Manchester is My Planet") to devise a set of simple explanations that use specifically "Mancunian" analogies to put across the basic science of climate change, and the global and local

implications.

- ❖ Visual representations of iconic buildings and meeting places like Old Trafford football stadium, the Lowry, etc. could be used as measuring sticks for deforestation, warming etc.
- ❖ The Council could run a competition to encourage local groups to devise their own communication strategies, on a peer-to-peer basis, as part of their catalytic action number 5. The competition could have different age categories, from school children through to pensioners. The council could then work with the best entries (not just the winning ones) to develop and implement their work in schools, community groups and other places.
- ❖ The council could run a cartoon contest for the best explanations of climate science. One Manchester-based cartoonist has already had work published on a variety of highly prestigious websites and magazines  
**[www.realclimate.org](http://www.realclimate.org)**,  
**[www.climateprogress.org](http://www.climateprogress.org)**
- ❖ The Council could work with local media, especially Manchester Evening News and Channel M, to produce scientifically sound climate outreach materials.

## 2.2

### Economics context: steady-state or bust

*"All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as self-evident."* -  
*Schopenhauer, German philosopher.*

Manchester has a real opportunity to show genuinely new thinking on climate change, blazing a trail for true sustainability in the 21st century. However following this path will require both determination and humility.

The Industrial Revolution, born in Manchester, launched the relentless growth of our economies with a reliance on the ever-greater use of coal, gas and oil. We know that we cannot go on like this.

If Manchester wishes to be a part of the post-industrial revolution, then it will have to challenge its habits, its hopes and its vested interests. The challenge is enormous, but surely no larger than what faced the brave Mancunians who campaigned for the abolition of the slave trade, for the 8 hour working day, or votes for women. In all those cases, and others, the people supporting the status quo predicted the end of civilisation if the campaigners got their way. Civilisation didn't end, but it might just, if we don't get the steady state economy built. Now.

While the Call to Action (Catalytic Action 6) suggests:

"The City Council recognises that development adds to Manchester's carbon footprint, both in the 'embodied energy' that is used simply in the process of constructing buildings and infrastructure and in the additional emissions generated by extra residents. However, it rejects the suggestion that this argues for reducing the pace or quantum of development in Manchester."

We would quote the following, from a recent Sustainable Development Commission report entitled 'Prosperity Without Growth: The transition to a Sustainable Economy':

"A return to business as usual is not an option. Prosperity for the few founded on ecological destruction and persistent social injustice is no foundation for a civilised society. The current economic crisis presents us with a unique opportunity to invest in change. To sweep away the short-term thinking that has plagued society for decades. To replace it with considered policy capable of addressing the enormous challenge of delivering a lasting prosperity.

"For at the end of the day, prosperity goes beyond material pleasures. It transcends material concerns. It resides in the quality of our lives and in the health and happiness of our families. It is present in the strength of our relationships and our trust in the community. It is evidenced by our satisfaction at work and our sense of shared meaning and purpose. It hangs on our potential to participate fully in the life of society.

"Prosperity consists in our ability to flourish as human beings – within the ecological limits of a finite planet. The challenge for our society is to create the conditions under which this is possible. It is the most urgent task of our times."

#### **Practical Actions:**

- ❖ The Council should fund a series of public meetings and debates during the course of 2009, ensuring the widest possible participation from academia, business, the Trade Unions, the "third sector" and Manchester citizens. This process should culminate in a report on steady-state economics and its meaning for Greater Manchester.

This process and report could draw on the work of international figures such as Herman Daly, formerly an economist with the World Bank. For his recent analysis of the "credit crunch" see here [www.adbusters.org/magazine/81/the\\_crisis.html](http://www.adbusters.org/magazine/81/the_crisis.html) also the Post Carbon Institute [www.postcarboncities.net](http://www.postcarboncities.net)

International figures should be invited to participate only via tele-conferencing. Even if they are able to fund their own travel to Manchester, they should be respectfully declined. Nationally it could draw on the work of the new economics foundation. [www.neweconomics.org](http://www.neweconomics.org), the Government's Sustainable Development Commission [www.sd-commission.org.uk](http://www.sd-commission.org.uk) and Zero Carbon Britain [www.zerocarbonbritain.com](http://www.zerocarbonbritain.com)

Locally it could draw on the work of the New Green Deal for Manchester. <http://greendealmanchester.wordpress.com/> and other local initiatives and expertise, such as Urbed [www.urbed.coop](http://www.urbed.coop)

The Community Strategy for 2015 and beyond should use this work as its underlying assumption.

The Council should fund places for local campaigners and residents to attend the Centre for Local Economic Strategy's two day conference in July. "Over two days the Summit will examine how we deal with local economic challenges and develop the new approaches to strategy, policy and delivery required to create resilient local economies. The event attracts speakers including Government Ministers, key public officials and senior people from regional and local government." [www.cles.org.uk/information/103505/cles\\_summit/](http://www.cles.org.uk/information/103505/cles_summit/)

## 2.3 The International Context

*"Imagine 10 rabbits lost at sea, in a boat carved out of a giant carrot. The carrot is their only source of food, so they all keep nibbling at it. The boat is shrinking rapidly – but none of them wants to be the first to stop, because then they'll be the first to starve. There's no point in any of them stopping unless everyone stops – if even one rabbit carries on eating, the boat will sink.*

*"This is the international climate crisis*

*in a (Beatrix Potter-flavoured) nutshell: action by individual nations achieves little unless we all act together. Of course, reality is a little more complex. While it's easy to imagine the rabbits reaching a simple agreement where they all learn to dredge for seaweed instead, our situation involves massive global inequalities, differing levels of responsibility, and a history of exploitation and broken international promises."*

*"Just or Bust" Danny Chivers, New Internationalist, January 2009*

As the Call to Real Action is being finalised and launched, government representatives from all around the world are meeting in Bonn, Germany, as part of the United Nations Framework Convention on Climate Change (UNFCCC) process. This year there will be a series of meetings, in Bonn, Sardinia and Bangkok, culminating in a major conference to be held just before Christmas, in Copenhagen, Denmark. The UNFCCC emerged from the "Earth Summit" held in Rio de Janeiro in 1992. That's almost two decades, and several thousand reports urging action to reduce our ecological footprint, ago.

The UNFCCC process has ground on, slowly ever since, with 'highlights' if you can call them that, of the Kyoto meeting in 1997 (the agreement for that didn't come into force until 2005, and even countries that have signed up to it are nowhere near meeting their targets), and the Bali, Indonesia meeting of 2007, (which set the 'Roadmap' for Copenhagen).

The crucial point is that emissions of greenhouse gases have been climbing remorselessly, quicker than the most pessimistic predictions. In reality, it is almost unimaginable that a strong enough deal will emerge. As Kevin Anderson, Manchester-based director of the Tyndall Centre for Climate Change Research recently said:

*"We all hope that Copenhagen will succeed but I think it will fail. We won't come up with a global agreement. I think we will negotiate, there will be a few fudges and there will be a very weak daughter of Kyoto. I doubt it will be significantly based on the science of climate change."*

**[www.timesonline.co.uk/tol/news/environment/article5870729.ece](http://www.timesonline.co.uk/tol/news/environment/article5870729.ece)**

Expectations for the Copenhagen meeting are being massaged downwards. Various countries have said they need more time for discussion and debate. Monique Barbut, chief executive officer of the Global Environment Facility the head of a major environmental funding agency recently said that the deadline for a new global accord on climate change should be extended if Washington is not ready to make commitments on cutting greenhouse gas emissions by December.

Crucially, the newly present United States has its own political timetable.

*"In recent weeks, however, senior figures in the Obama administration have warned that the president may need at least another six months to*

*win domestic support for any proposal. Indeed, Americans would prefer to have the green light from Congress and fear that if the US signed up to a deal without the House and Senate's approval, it would result into a serious domestic backlash, as was the case with the Kyoto Protocol, which was signed by President Clinton but never ratified."*

**(Bumpy ride ahead for UN climate talks)**

**[www.euractiv.com/en/climate-change/bumpy-ride-ahead-un-climate-talks/article-180762](http://www.euractiv.com/en/climate-change/bumpy-ride-ahead-un-climate-talks/article-180762)**

Given the high-likelihood of a "not-strong enough" deal being signed either in Copenhagen or in the first months of 2010, the Council should do the following:

- Make a public commitment to exceed the Copenhagen agreement. This could be along the lines of principle two of its 2008 "Principles" document. That principle was linked to the government's Climate Change bill (now the Climate Change Act), and stated - "We will adopt a higher carbon reduction target if the science shows that 60% reduction by 2050 will not achieve a high probability of keeping within a 2 degree Centigrade global temperature increase, and we can find ways to protect and enhance the standard of living of our most deprived citizens."

The new principle could be worded as such -

"We will adopt a higher carbon

reduction target than that agreed at the UNFCCC Copenhagen meeting or its successor, if the science shows that the agreed target for advanced economies will not achieve a high probability of keeping within a 2 degree Centigrade global temperature increase. We recognise that we have no choice but to do this, because in the long-term it is the only way to protect and enhance the standard of living of our most deprived citizens.”

- Bring the publication of its Climate Change Action plan forward to November 2009, so that it acts as a beacon and inspiration for those attending the Copenhagen Climate talks.
- Reaffirm and publicise its commitment to Contraction and Convergence  
([www.gci.org.uk](http://www.gci.org.uk)) Principle 17 of the principles document:  
“We support the principle of “contraction and convergence” in a global context to allow the poorest countries to improve their standards of living and to adapt for the effects of climate change.”
- Vigorously and materially support the efforts of ICLEI (Local Governments for Sustainability, [www.iclei.org](http://www.iclei.org))  
“In parallel to the Bali Action Plan, Local Governments (LGs) have also adopted their roadmap during COP13 in Bali 2007, with a view to achieve a

comprehensive post-2012 global climate agreement. LGs seek a strong agreement and offer local-national partnership to make its implementation possible. With this objective LGs have presented during COP 14 a draft text of a COP decision on “Cities, Local Authorities and Climate Change”, and which will be hopefully adopted during COP 15.”

- Provide funding and space for a community led- “teach-in” programme of events in the second half of 2009, enabling Mancunians to understand the UNFCCC process and its importance

## **3 Call to Action**

### **3.1 A Vigorous Debate Making a real Difference**

*"The Climate Change Principles identified a need to reduce Manchester's direct emissions in order to meet a saving of one million tonnes a year by 2020 compared with 1990 levels. This now needs to be updated in line with the tougher UK target of an 80 per cent cut by 2050." - Call to Action p12.*

*"Because domestic emissions account for around one million tonnes – one third – of Manchester's direct emissions, 'retrofitting' existing homes to become more energy efficient is arguably the single greatest climate change challenge facing the City." - Call to Action p18.*

Reducing the amount of carbon dioxide we pump into the atmosphere in Manchester has to happen. One million tones is going to be an immensely difficult target to reach and it is probably not enough. It is to the credit of Manchester City Council that they have set a target, most other councils have not. However, as Call to Action states, we do not have an accurate figure for 1990 levels so we, as yet, do not know what we are aiming for.

Every year we put more carbon into the atmosphere and it has a

cumulative effect, so the quicker that we reduce the amount of carbon produced in Manchester the more impact we will have. There are no year by year targets set.

In order to be able to target action accurately we need to know more detail about carbon emissions. We know rich people are responsible for much higher levels than poorer people (as they are across the world) so what does this look like in Manchester? Local action requires local plans, which in turn require local information. The Call to Action does not have this, nor lay out how the Council will get this vital information. Since retrofitting existing homes will be a key measure, more detail about how this might be done is urgently needed.

### **3.2 A Fair and Positive Future**

*"We want our residents to recognise that through measures such as sustainable transport infrastructure, energy-efficient housing and low carbon energy supplies, they will benefit directly through improved access to services and amenities, lower fuel bills and through living in thriving neighbourhoods that they and their community can be proud of." - Call to Action p22*

*"The shift to a lower carbon economy presents opportunities for Manchester in fostering new environmental technologies, encouraging eco-innovation in existing sectors, cutting*

*input costs (e.g. of energy), improved spatial planning and energy planning.” - Call to Action p17*

*“Creating mixed neighbourhoods with better local services should not be the preserve of major regeneration areas”  
Call to Action p20*

Meeting the challenge of climate change and moving toward a low carbon future can offer immense benefits if wholeheartedly embraced and Call to Action recognises this. UK society has become progressively more unfair over the last 20 years as has Manchester albeit on a smaller scale. The rich have got richer and the poor have got poorer in comparison even though the links between well-being, and fairness and equality, have been clearly established.

Adapting to climate change should mean better public transport, more local facilities, more green spaces, local energy production, thriving local businesses, growing food locally, and a fairer economic model that measures people’s health and well-being rather than just overall wealth.

Manchester has some of the poorest and most disadvantaged communities in the UK. It is to the credit of Manchester City Council that it has linked policies on climate change with those of fairness and equality. It would have been better if Call to Action had a clearer vision of the future we are heading for that all of us could understand and believe in.

### **3.3 Involving Everyone in Manchester**

*“The task for Manchester is to bring local, grass-roots, community-based collective action together with the influence, capacity and resources of organisations in government and business to seize the opportunity for the city and to create a broader coalition for action drawn from all aspects of Manchester life.” - Call to Action p3*

*“Engaging Manchester residents in climate change Manchester residents will need to understand the benefits of ‘climate change action’ and spread their understanding to their peers, thereby helping to drive a community-based shift to low carbon behaviours and attitudes” - Call to Action p33*

The Call to Action recognizes that engagement is at the heart of the response to climate change. The citizens of Manchester will have to adapt whether they like it or not, but it could be a positive and constructive process, which improves the lives of Mancunians especially the poorest and most disadvantaged. No aspect of our lives will remain untouched. We are all involved in the debate.

The City Council has made a welcome contribution to this debate by producing the Call to Action. The title itself urges all of us to get involved. However, it would have been helpful if the Call to Action had a lot more detail about how this engagement was going to happen. There are partial

elements of an engagement strategy in the document but these are not drawn together. Manchester City Council is to produce a detailed “Plan of Action” later this year but it is not clear how others will be involved in contributing to this.

As Call to Action states, engagement has to happen at every level and this will require a comprehensive approach. The document talks about engaging with business but there are thousands of businesses of all sizes in Manchester. It recognizes the importance of educational establishments but has no plans about how to engage school children who will experience the greatest impact of climate change. It doesn’t mention students at all despite Manchester having the largest student population in Europe.

One of the principles that Call to Action recognizes is the need to work at a local level, however the document makes no reference to council wards, the building block of both representation and neighbourhood engagement.

### **3.4 Leadership and Vision**

It is greatly welcomed that Manchester City Council accepts its leadership role. As it rightly states it has a leading role to play in encouraging the government to move faster and further, in driving forward policy and practice in the Northwest and in Greater Manchester and, of course, most of all in the City of

Manchester. It has shown a commitment far above many other cities and towns in the UK by, amongst other initiatives, setting a target for carbon reduction and by producing the Call to Action.

The Call to Action lists many ideas and initiatives and pilots, but overall is a difficult and confusing document. It is full of jargon and short of vision. It does not paint a clear picture of what we all will have to deal with. It assumes a level of knowledge about response to climate change that most citizens of Manchester do not have.

More than anything leadership is about vision, about clarity of purpose. The Call to Action identifies other cities who have embraced a vision, New York, with PlaNYC, Melbourne with its plan for Zero Net Emissions by 2020. Manchester has to be bolder, and needs to do it quickly. We all acknowledge that action has to take place at every level and in every sector but where are the headline grabbing initiatives that speak to the people of Manchester? and put action to stop climate change properly on the map in Manchester.

### **3.5 Organisation and Partnership**

“The City Council will appoint a new Head of Environmental Strategy with responsibility for delivering the City Council’s agenda for climate change action, supported by new and reconfigured resource capacity; and

The Council will establish a permanent Environmental Strategy Programme Board of senior officers drawn from economic development, procurement, planning, regeneration, housing, adult and children's services and other areas to drive implementation of the agreed Climate Change Call to Action and ensuing Action Plan." - Call to Action p35

"Climate change activity will therefore be strongly supported by the Manchester Partnership, which is made up of a wide range of partners, committed to realising the vision of success that Manchester's residents, public, private and third sectors, aspire to." Call to Action p31

It's all very well to have vision and leadership but someone has to actually do the detailed work and the Call to Action outlines some of the arrangements that the City Council is making. The proposals for a Head of Environmental Strategy and an Environmental Strategy Board are welcome as they give added prominence within the Council for issues around climate change.

However, there is little detail about these proposals. What power will the new post and the Board have? Who will be on the board? The Head of Environmental Strategy will be supported by a "new and reconfigured resource capacity". What does this mean? How will climate change activity be supported by the Manchester Partnership? Crucially, when will the Head of Environmental Strategy actually be appointed? Since there was no successful candidate at

the last round of interviews, we are surprised and extremely disappointed to know that the post has not yet been re-advertised.

The Call to Action makes many references to partnerships with public, private and community organizations and how vital they are. It would have been more convincing if there was more evidence within the document of the nature of the partnerships and the commitments that other organizations have made. A Memorandum of Understanding is to be signed with the University of Manchester but this seems to be of limited scope and it is unclear what it will mean in practice. There is nothing about what the Health Service in Manchester or other public bodies have committed themselves to or details of the plans of private businesses.

We believe that the Call to Action have been a stronger document if it had been produced in partnership rather than by Manchester City Council alone.

## **3.6 Money**

*"As with all plans, delivering action on climate change and building confidence among citizens and businesses in a comprehensive plan requires a clear funding strategy."*  
Call to Action p35

For Manchester to become a leader in addressing climate change it will take money and lots of it, but it will cost a

lot more in the long run if we don't make that investment now. The Mini-Stern for Manchester (a report produced by Deloitte in Aug 2008 assessing the economic impact of climate change) makes this very clear.

The Call to Action identifies several ways in which the funding can be found; through integrating funding from a variety of sources including European funding, borrowing from financial institutions (though this may be very difficult given the credit crunch) and investment from the private sector; through innovative financing models such as green mortgages and ESCOs (Energy Service Companies); and through leveraging in additional investment by events such as the Commonwealth Games.

Without doubt new money is needed and Manchester City Council will have to be bold and creative in seeking sources of new money. However, it would have been good to see much more detail of how the Council is intending to restructure the use of its existing resources to tackle climate change. The expenditure of the Council was over £1.5 billion in 2007/8. What proportion of these immense resources will be channelled into climate change and how? Most of these resources are restricted in their use and have to be spent on schools, housing, highways, and culture but with enough will and determination and ingenuity they can also help to move Manchester toward a low carbon future.

The Centre for Climate Change

Economics and Policy at LSE (where Lord Stern is based) suggests that the fiscal stimulus to deal with the recession needs to be around 4% of GDP (i.e. GVA for the Manchester economy). Of this about 20% could reasonably be on green investment (<http://tinyurl.com/dllsjx>) For the City of Manchester this latter amount equates to £400M (for the North West as a whole £1,113M). These figures can only be very broad guides (and it is not clear whether the LSE group are suggesting this is a one-off figure, based as it is on the annual GDP), but they do give an indication of the scale of investment needed following fairly orthodox assumptions about the economy. Moreover, by no means all of it would need to come from the Council's own budget.

## 4

### Catalytic Actions

*"The City Council proposes a programme of catalytic actions which will provide impetus, begin to build transferable skills and knowledge – 'learning by doing' – and show leadership on some of the biggest challenges and opportunities climate change poses to the city." - Call to Action p37*

Here we make a preliminary assessment of the catalytic actions that Call to Action has suggested. We applaud the idea of catalytic actions which hold the promise of significant leverage on the entire socio-economic system that is the city. But sadly our

evaluation indicates that these are not adequate to the scale of the challenge and we therefore suggest ways in which these actions can be made stronger and more effective. In the subsequent sections we suggest elements of a more comprehensive plan for action – a true Mancunian plan – ambitious, practical and trail-blazing.

## **Action 1 - World-Leading Neighbourhood Regeneration**

*"With the help of partners, the City Council intends to identify trailblazing major regeneration neighbourhoods in which to develop internationally recognised exemplars for socially, economically and environmentally sustainable place-making."*

This could make a highly significant impact for the people living in those neighbourhoods and on carbon targets for the city depending on the scale involved. It could act as a test bed for the changes that need to happen throughout the city especially the "retrofitting" of energy inefficient housing.

However, will the regeneration focus on making existing housing and neighbourhoods better or on new build? The neighbourhoods have not yet been identified nor the money. It could take many years before any benefit is shown. There is a danger that rather than this being a catalyst in the city it could draw all resources to it.

Do we need exemplars, beacons of good practice or has the time come for action across the city? We suggest a targeted programme of increasing the energy efficiency of the entire housing stock of the city. This will require a combination of:

- ❖ Zero carbon new build / regeneration initiatives
- ❖ Work with the council's social landlord partners and the Northwards ALMO to retrofit existing housing stock – using a combination of grants (an extension of the existing ones) and provision of incentives through the contracts the council has with these providers.
- ❖ Incentives for private housing stock – including grant aid via the energy companies and programmes of investment via the housing market renewal programme.

We recognise that funding may be limited and would encourage the council to lobby central government to obtain the necessary resources – resources that will represent not just investment to save but investment to save the planet.

It would help if the council were to quantify the benefit from this programme. We need to know the likely impact in terms of the total greenhouse emissions from the city in order to evaluate whether this is (together with other initiatives) adequate to the challenge.

## **Action 2 - Retrofitting**

## **Manchester Civic Heritage**

*"We are currently undertaking a study to look at the feasibility of financially viable, low carbon retrofit options for the Town Hall complex."*

Clearly this is to be welcomed as part of Manchester City Council "putting its house in order." But it is not clear how or whether this will catalyse other actions. How does retrofitting a building of the individuality of the town hall really help in work on other council buildings, many of which date from far more recently? The improvements in the Town Hall are likely to be barely visible from the outside, and only the relatively few citizens of Manchester who regularly go to the town hall will notice any change. Perhaps more effective would be visible action taken in every council building.

We suggest that a more adequate catalytic action would be to retrofit the entire council estate and through the Manchester Partnership, to facilitate that all the council's partner organisations do the same. This requires setting new priorities for the AMP and Gateway programmes. The recent establishment of the Corporate Property team provides the basis for such focussed action, but it will require challenging objectives and strong performance management.

## **Action 3 - A Business Alliance for Climate Change Action**

*"To explore the issues and options further and kick-start such a coalition, the City Council proposes to prepare a summit on business and climate change in Manchester later in 2009 with a major international speaker and an invited group of major Manchester businesses including developers, inward investors and major employers."*

Major businesses already know about climate change and many will have prepared plans for how their business will adapt. The plans vary depending on the sector they work in. Most of the major businesses already meet with Manchester City Council at a wide variety of forums. If they want to understand business views on the Call to Action, there are cheaper and easier ways of doing this.

While we endorse the need to engage with business partners in assertive and ground-breaking ways, there is a real danger that the proposed conference with an internationally recognised speaker will simply add to public cynicism that the Council is doing more talking than doing. There are no direct impacts on carbon dioxide reductions from this catalytic action and no clear routes.

Our alternative suggestion is that the council enters into a series of partnerships for green economic development and climate mitigation with the major players – large firms and business associations.

This strategy of partnership will be complemented by the use of all the

council's powers to both encourage and sanction companies. Examples are given in the following sections, but the point here is to use all the legal levers that the council has so successfully used to build the Manchester economy to harness the creative and financial muscle of the private sector for social and environmental goals – again with clear targets for ambitious carbon reductions.

## **Action 4 - Low carbon energy infrastructure**

*"The establishment of the right critical energy infrastructure is a vital step on the road to a low carbon economy."*

The main proposal to achieve this seems to be the possible creation of an Energy Service Company (ESCo) across Greater Manchester. It is not clear how long that this will take to set up, or even whether it will be set up or what exactly it will do when and if it is set up. Without a clearer understanding of what it will do it is impossible to estimate the impact.

However we do welcome the general idea of building a zero carbon infrastructure. Further study is needed but some work has already been conducted, for example the URBED feasibility study on photovoltaic manufacture. The impressive knowledge and science resources of the region provide a platform for this development, although it should also be noted that much of what needs to be done is already understood.

## **Action 5 - Low Carbon Communities**

*"The City Council will encourage neighbourhood or community groups to identify opportunities across the city in which to pilot transformational Low Carbon Communities"*

It is welcomed that Manchester City council recognises that action by local people must be at the heart of a climate change policy. It has a huge role to play in encouraging, rather than controlling, that action. There is a great deal of local action already taking place in Manchester which they can build on.

This could be the most effective of all the catalytic actions if Manchester City Council and its partners put enough money and will behind it as it will create the local action and engagement that will lend legitimacy to all the other proposals contained with the Call to Action.

We would urge the council to work with the university and college sector to develop education and training for the local community to live in a zero carbon world, drawing on traditional and new skills, knowledge bases and practices. It would be worth investing in local sustainability champions to catalyse community members' actions at a local level, acting as knowledge and skill resources and motivators. The council could also use its weight to encourage local media to support and disseminate the necessary knowledge and attitudes.

Finally the council could build on initiatives like Food Futures to enable local groups to establish food production, composting, refurbishment and re-manufacture and local transport through cooperative and small enterprise delivery mechanisms.

## **Action 6 - A climate-change ready Local Development Framework**

*"The LDF is the spatial expression of the Community Strategy and as such climate change activity needs to be embedded within LDF, as in the Community Strategy and the Local Area Agreement. There will be several different parts to the LDF and as such several opportunities to embed low carbon planning and design requirements into the City's future architecture"*

Manchester City Council is proposing to encourage building and population growth through this framework so the likely outcome will be increased overall emissions in Manchester. Existing and upcoming government legislation will require low carbon planning and design.

It is therefore necessary to contextualise this action within a regional and sub-regional context of increasing population concentrations and reducing the oil-dependent travel of large sections of the population. The co-operation of the other AGMA authorities will be required if this is to

stand a chance of success and the council is to be commended for its role in the development and extension of AGMA which will have a crucial role in sustainable bio-regional development.

Nevertheless this action really does need a much clearer definition and appraisal in terms of net reduction of carbon emissions.

## **Action 7 - The Manchester Prize**

*"The City Council proposes the introduction of a Manchester Prize with the aim of establishing the City as a centre of design for sustainability and a place in which good ideas from around the world, connected with the creation of low carbon, environmentally beneficial ways of living, are demonstrated"*

This will be a Greater Manchester biannual prize starting in 2011 relying on private sponsorship. While possibly important in headlining other actions, this is unlikely to have much direct impact on carbon emissions, so its catalytic action relies on the publicity and involvement it generates. Can this be great enough, will it really capture public imagination or are there better ways of doing this? And if it is to happen in the present format, we urge that it is brought forward to commence in 2010 rather than 2011.

We suggest that the prize be offered instead to local initiatives from businesses, public sector and

community with clear measurable criteria in terms of emission reduction.

## **Action 8 - Greening the City i-Trees**

*"The Manchester City South Partnership with Red Rose Forest has developed the "i-Trees" proposal for long-term investment in greening in the City South area which centres on Oxford Road, the busiest road corridor in the North West and a major gateway to the City Centre."*

This proposal will be centred on Oxford Rd and is particularly aimed at adaptation to unavoidable climate change. It seems an interesting project but it is entirely unclear why it should be chosen as one of the 9 critical catalytic actions in Manchester rather than numerous other projects within the city. The name also risks inviting ridicule and could thereby bring the whole strategy into disrepute.

## **Action 9 - A green airport**

*"Manchester Airport has committed to becoming carbon neutral in its site energy use and vehicle fuel – including major improvements in the way people access the airport from the surrounding area. This is a very stretching commitment, and the City Council will do everything it can to help the Airport achieve its aims – including involving the Airport in all the major actions identified in this plan."*

We recognise that the council is a stakeholder in the airport and this has up to now been a significant plank in the Council and regional economic strategy. But let us be honest here and acknowledge that sadly there is no such thing as a green airport. The pretence that there can be undermines not only the catalytic actions but the whole Call to Action. We call for leadership, courage and genuinely new thinking in recognising the unsustainability of this approach. There will possibly be a role for a reduced airport and possibly a need for engineering development of alternative international transportation (airships and smart sailing ships might be options) – could Manchester with its strong technological base and tradition of invention lead the way here?

## **5 Our Analysis**

The community view on the key issues facing Manchester with regard to Climate Change.

### **5.1 Economic Development**

#### **5.1.1 - Transport**

Transport is a significant contributor to the emissions that are causing climate change. Changing how, or why we travel, or transport goods can also play an important part in addressing them.

Manchester is one of ten local authorities that make up the larger metropolitan area. There are significant flows among them and in and out of both the city and the city region.

The city council has obligations and commitments to policies and decisions made on a metropolitan, regional, national and European level. This may make implementing changes at the immediate Manchester level a little more difficult, but not impossible.

There are several interlocking reasons for people to travel, including economic, social, personal and family reasons. They are all interdependent. Miss out on one and this will impact on the others. Manchester should use the planning system to ensure that these needs are catered for at a local level first by making more facilities within walking and/or cycling distance. It would make neighbourhoods more appealing and encourage residents to stay rather than move out of Manchester.

Manchester should look at better use of what already exists. Local schools for example could be better utilised by providing more further education or training in the evenings or at weekends. Building on the Extended Schools model, schools could house small shops for essential everyday items like fresh fruit and veg so parents collecting children can make one less journey, reducing the need to travel and providing opportunities for neighbours to meet.

Schools could be used to hold

community groups' meetings, enhancing the feeling of local involvement. They could even be used to show films and local art or other cultural exhibits, again reducing the need to travel.

### **How we travel -**

No matter how well we manage to reduce the need to travel there will always be a need, or desire to do so. Manchester already has a structure on which to base priorities in relation to travel which is the Road Users Hierarchy (RUH) adopted in 1997. The stipulations of the hierarchy state that in assessing schemes and policies priorities should be given to:

- ❖ **Pedestrians and Disabled equally;**
- ❖ **Cyclists;**
- ❖ **Public Transport Users;**
- ❖ **Access (commercial);**
- ❖ **General traffic (off peak);**
- ❖ **General traffic (peak).**

A variety of illustrative initiatives can be easily generated varying from the practical and incremental to the frankly 'blue sky' (or worst case) scenario. There would need to be an impact assessment to select the most promising catalytic ones. For example:-

**Taxes on parking spaces, work place, supermarkets etc. which highlight the real cost of parking rather than disguise it. The parker needs to bear the cost;**

**Implement a reverse mileage allowance i.e. a higher rate for walk/cycle/public transport and decreasingly little in relation to vehicle emissions;**

**Re-regulate public transport;**  
**Integrated electronic ticketing for public transport;**  
**Extend the free city centre metroshuttle bus to travel to outlying areas;**  
**Impose and enforce a 20mph blanket speed limit city wide (maybe allow 30mph on some urban dual carriageways) with only 5 mph in residential streets;**  
**Remove railings that segregate pedestrians and cars and introduce more Dutch style shared spaces;**  
**More investment in IT to reduce the need for face-to-face meetings;**  
**Clampdown on illegal parking, reduce the number of car parks and convert some to shared public open spaces (parks/green spots) and housing development;**  
**Utilise (and upgrade) the canal system for deliveries on non-perishable goods;**  
**Reduce the need for people to travel with incentives to live near the workplace (or vice versa). For example by examining the feasibility of setting up a job swap scheme i.e. accountant travelling from Warrington to Manchester finds similar person doing trip other way and swaps job to save on the travel;**  
**Develop improved human powered vehicles, e.g. lightweight bicitaxis and 'vans' like the 'Brox' developed in Greater Manchester in the 1990s;**

**Free public transport – for the first 3-5 miles;**  
**Parking restrictions around all schools and promote and extend safe routes to school, walking buses etc;**  
**Reduce the need for transport of goods by localised production and distribution – fund local analysis of supply chains in order to take action on wasteful produce contraflows;**  
**Increase public understanding of the trade subsidiarity principle – in the medium term establish / lobby for an embodied carbon labelling scheme for all major trade items starting with food and building materials;**  
**Use financial incentives to take car parks out of use. Building housing on some of them will reduce the transportation demand from the suburbs, and others can be converted to garden patios, public squares, play areas and so on;**  
**Require all new build housing to design out the car – for example by limiting on street parking to disabled people and making high charges for parking on the periphery of the estate area (See the example of the Vauban district in Freiburg, German: <http://www.vauban.de/info/abstract.html>);**  
**Invest and continue to seek national government investment in bus and rail – lobby for re-regulation of bus services;**  
**Establish home delivery services based on the existing**

**milk delivery fleet. Encourage these firms to negotiate renewable energy supply contracts for electricity.**

There are many policy, research and other documents to call on to identify ways to reduce emissions from transport. Manchester has dedicated and committed people working towards these aims, both within the council and in the community. In terms of its own direct impact on the transport problem the council could launch an initiative with an aim of reducing free business-related car parking spaces by 5% per annum and reducing commuter car miles by 10% per annum. This should be done in conjunction with Travel Plans agreed with significant affected companies to ease the transition from current levels of car use.

The Call to Action recognises this in its call for a broad coalition from grassroots, local authority and business to come together to work on solutions.

The current economic climate, and calls to focus on a green economy add to the impetus. Addressing Manchester's transport problems, tackling emissions and building a better infrastructure are employment opportunities in themselves. Imagination, courage and determination are required. The blinkers and silos need removing. Manchester is historically renowned for its innovation, and that is truly what is needed, innovative thinking and courage.

**Cycling solutions -**

According to Cycling England there "are very few activities that tackle so many of the things that the government is concerned about, from health and obesity to environment and pollution"

We therefore welcome the Call to Action document acknowledging the need to literally "green the city – which also improves amenity and aesthetic value and helps make walking and cycling more attractive" and that the Council wants to support a "radical shift to walking, cycling and the use of public transport" in major regeneration areas across the city and other areas such as the Oxford Road Corridor.

Many European cities such as Copenhagen (Denmark), Freiburg (Germany) and Groningen (Netherlands) have developed transport policies which encourage people to cycle and in such cities cycling now accounts for 25 – 60% of all non-pedestrian journeys. For example, in Groningen, a university city of 180,000 people, "60% of journeys are now made by bike."

However, in the United Kingdom nearly 25% of all car journeys cover a distance less than 2 miles and some 56% of all car journeys travel less than 5 miles. In Greater Manchester in 2007 some 87 % of peak car journeys were made by a one person in single vehicle. Average off-peak car occupancy decreased from 1.36 to 1.30 persons per car.

Distances of 2 to 5 miles can be reliably travelled within 15–30

minutes by bicycle which is also the length of time that people are encouraged to exercise each day to keep fit and healthy.

The transport sector accounts for some 20 - 25% of Manchester's CO2 emissions. If Manchester could achieve European levels of cycling then over 35,000 tonnes of CO2 could be saved each year.

But it is not just about reducing CO2 emissions. Cycling-oriented transport policies have also proved to be better for people's health as well as community and social cohesion.

Designing cities for the car has encouraged out-of-town shopping centres and workplace locations that are dependent on single occupancy car travel. More cars has meant more traffic congestion. It is estimated that an additional 5.7 million cars (21% increase) will travel on UK's roads by 2031 and traffic congestion is expected to get worse in Greater Manchester within 10 years.

High traffic density has also contributed to increasing health problems from air pollution and research from Bristol has suggested that residents on busy streets have less than one quarter the number of local friends compared to those living on similar streets with little traffic. Becoming dependent on cars has also contributed to the rise in obesity through lack of exercise. In 2004, the Parliamentary Health Select Committee reported that: "If the Government were to achieve its target of trebling cycling in the period 2000-2010 (and there are very few signs

that it will) that might achieve more in the fight against obesity than any individual measure we recommend within this report."

Achieving a 'tipping point' for cycling. Many people, particularly women, do not cycle because they feel that the speed and high levels of road traffic makes cycling unsafe. However, research by London Analytics has illustrated how achieving cycling levels where 20% of commute journeys are made by bicycle produces a "tipping point". This level of cycling has been achieved in the many European cities and only a few UK cities - Manchester is not yet one of these cities. Where such cycling levels are achieved a 'positive cycle' can be observed - people feel that cycling is safer so more people are happy to cycle and, in particular, the proportion of women cyclists increases to 50%+.

**Practical actions:**

- ❖ Set bold targets for cycling levels. Aim for that 20% tipping point - 20% by 2020;
- ❖ Use planning powers to ensure that housing, shops and key services are always within walking (0.5 miles) and cycling (2 miles) distance;
- ❖ Require developers and companies to implement Travel Plans with ambitious targets for modal shift;
- ❖ Introduce a city region wide Travel Behavioural Change programme - proven to have the most effective cost benefit

impacts for achieving changes in transport behaviour;

- ❖ Enforce parking and speed restrictions;
- ❖ Introduce 20mph speed limits in areas where people live;
- ❖ Ensure consistent & effective cycle promotion;
- ❖ Allocate funding for both adult and child cycle training;
- ❖ Integrate cycling into the public transport network by means of cycle storage and cycle carriage.

### 5.1.2 - Aviation

Manchester Airport is owned by Manchester Airports Group (MAG), which is in turn owned by Manchester City Council (55%) and the other nine Greater Manchester authorities (5% each). Manchester Airport is the third busiest in the UK and is aiming towards being the second busiest by 2015. In 2006, Manchester Airport handled over 22 million passengers travelling on around 226,000 aircraft movements.

Manchester Airport faces a future burdened by rising fuel costs and challenged by emerging local, national and international regulations aimed at combating Climate Change. This is in direct opposition to the “go for growth” attitude of MAG. The Climate Change Bill, now has a target of 80% cut in emissions by 2050. This includes all emissions resulting from aviation and shipping. However, the UK's aviation greenhouse gas (GHG)

emissions are set to double over the next 25 years if the Government's airport expansion plans are followed through.

#### **Myth: Aviation is just 2% of global CO2 emissions**

**Fact: This isn't far from the truth, but that ignores the fact that most of the world isn't flying. Aviation was 2% of global CO2 emissions in the late 1990s, but has been growing at an alarming rate ever since, as more and more countries are encouraging airport expansion and short-haul flights. Even if aviation is not yet a global problem, it's a massive problem in the UK. Per capita, the British population flies more than any other country on Earth. That's why aviation is 13% of the UK's climate impact.**

If aviation is allowed to expand to the extent anticipated by the government, it alone will account for around 130% of the UK's allowable emissions in 2050.

In the Mini-Stern Review the Council identifies the risks involved with Manchester airport's expansion. We commend the Council for taking that first step. However, we feel this does not go far enough.

In the Call to Action the Council acknowledges that the long term growth in air passenger figures is unsustainable. The Call to Action also pledges to support a Green Manchester Airport by facilitating the airports ground operations to become

carbon neutral.

We agree this will make a small step towards addressing threat of rising CO2 from the planes taking off and landing there. The problem with the focus on the ground operations is that it does not give us a true account of the situation we are facing. It is like going on a diet but not counting the calories in chocolate. We need to know what we are facing and how we can deal with this.

Due to its majority stake in MAG, Manchester City Council are in a unique position to shape the operations and reduce the emissions, including those from the planes.

## **Economics**

The aviation industry claims that it is a vital national industry supporting hundreds of thousands of jobs and that additional jobs can be created through the expansion of airports. These claims have been accepted by central government and local governments alike. We believe that this outlook fails to take into account the economic realities of the situation.

- ❖ **Aviation is a relatively small part of the national and regional economy and the claims made in support of job creation are not supported by the evidence.**
- ❖ **In reality aviation is a relatively small component of the economy of North West England.**
- ❖ **Total direct employment by the aviation industry accounts for only 0.6% of**

## **total employment in the North West Region.**

Of course all contributions to job creation are valuable in this time of recession but we must recognise that aviation itself is not imperative. Being economically frugal, while still creating new jobs, is imperative. Therefore we must be looking towards what can give us the best return for our investment and aviation does not do that.

## **Outward investment**

The claims that are made for the role of aviation in encouraging inward investment to the region and to the UK are not supported by the data. Studies show a much higher outflow of funds from the UK than funds coming into the country. This deficit is enough to account for the loss of 165,000 jobs each year in the North West.

Tourism cash flows reveal a similar story. Those tourists leaving the UK spend far more abroad than those tourist entering the UK. Tourism is a net drain on the UK economy and not an economic gain as the aviation industry maintains.

The industry also claims that its own activities generate or support large numbers of jobs in other sectors of the economy. This claim is based on a multiplier effect which routinely double counts jobs in other sectors and has no place in a rigorous evaluation of the economic benefits of aviation. Aviation has a number of well documented adverse environmental consequences. There is

detailed evidence that, in addition to environmental damage, aviation is very poor value for money.

### **Myth: We can expand airports and tackle climate change**

**Fact: Not according to the UK's top climate scientists we can't. The Tyndall Centre for Climate Change Research predicts that the UK's aviation emissions alone could exceed the government's target for the country's entire output of greenhouse gases in 2050 by up to 13%.**

The Government's preferred solution is the European Emissions Trading Scheme, where the industry would be given a carbon limit and has to buy credits if it couldn't reduce its emissions enough. The ETS will allow the aviation industry to expand further and increase emissions unchecked.

Many are already predicting that the aviation ETS will to be a disaster, with a WWF report warning of massive windfalls for airlines, and MEP's concerned that under the ETS, the industry will continue to grow massively: by 78% instead of 83%.

### **First Mover Status**

Currently airports have limited responsibility with regards to the planes that land and take off from it. This abdication ignores the role that airports play in facilitating the airlines that use them and also overlooks the role they play in creating the demand for flights through their advertising budgets.

Manchester Airport is in a strong position to suggest a cap on the emissions from airlines using its facilities. It would then be up to the airlines themselves to figure out how to meet these targets. This could be a pioneering move by the council. This in turn could lead to what is known in the business world as 'First Mover status' for Manchester City Council.

Our own Tyndall Centre could help shape this research and implementation. If Manchester chose to capitalise on this first mover status this could lead to renewed interest in Manchester as a knowledge centre and a renewed perception of Manchester as a leader in creating a Real Low Carbon City. Quality of Life

### **Effect on Local communities**

Actions included in the Manchester Plan by the Council have resolved to address quality of life issues for the residents of Manchester and Greater Manchester. We recognise this effort and hope this can be integrated into a sustainable plan for future airport expansion. A truly sustainable airport would bring together three key concepts Economy, Environment and Social well-being.

In the past, the effects of Manchester Airport's expansion on the local community appear to have been overridden by a go for growth attitude. With the current availability of information regarding the impacts of unfettered airport expansion we hope that this can change. Negative impacts of airports and aviation

include land take, noise, air pollution, climate change and effects on the social structures of local communities.

## **Noise**

Noise is the major problem for most communities living around airports and under flight paths, especially at night. Studies have shown that excessive noise has been linked to stress, poor health, educational underachievement, and a low quality of life.

Thousands of people (c.35,000) are effected by the noise from planes landing and taking off from Manchester Airport. Aircraft noise has been an issue ever since the introduction of the first jet aircraft, since then the benefits of progressive technological improvements have tended to be offset by the introduction of larger aircraft, more frequent movements (often at sensitive times of day) and growing community expectations. There is little prospect of significantly quieter planes being introduced over the next 20 years.

Last year there were nearly 1,000 complaints about the noise from Manchester Airport. MAG see this as an improvement on recent years but as the former mayor of Stockport Cllr. Peter Burns said: "there is a difference between people being annoyed and people complaining. After people complain for a third time, complaint fatigue sets in." MAG's approach has been to accept that the noise climate will get worse and try to lessen the blow for those worst affected. They do this through the

compensation and mitigation measures that airports are expected to provide. But these schemes are far from generous and are not on offer to the vast majority of people affected by aircraft noise.

## **Air Quality**

Air pollution is a major issue for those who live in the vicinity of large airports. Emissions from aircraft, air-side support vehicles and airport related traffic all contribute to a build up of potentially harmful gases such as oxides of nitrogen, carbon monoxide, VOCs (volatile organic compounds) and ozone. They also produce small particulates.

The most important pollutants are usually nitrogen dioxide (NO<sub>2</sub>) and small particulates. The air quality surrounding Manchester Airport is the worse in all of GT Manchester according to the maps provided by Manchester City Council in the Core issues and Options for the LDF. Emissions of nitrogen oxides (NO<sub>x</sub>) and particulates may adversely affect the health of airport workers and local residents, and any areas of protected biodiversity. This has major implications for the expansion of Manchester Airport as it lies within a green belt area. It is possible in the future that constraints may be placed on Manchester Airport's growth due to its affects on local air quality and in particular rising NO<sub>x</sub> levels.

## **Climate Change**

Government figures show that in 2005 aviation accounted for 13% of total UK climate change damage. That is an understatement because it is based

on departing flights only: if the calculation is based on return flights by UK citizens in 2007 the figure would be nearer 20%. By 2050 aviation, if it were to go on growing as forecast, would use 130% of the carbon the UK can afford to emit if we adopt the climate change target most scientists think is right.

**Myth: Cheap flights are helping poorer people to fly for the first time.**

**Fact: It's the wealthiest people who are benefiting from the growth in aviation. The average annual household income of Stansted passengers is £43,935, compared to the average household income is £30,000. Average business passenger salary is £63,336. Low-skilled people and people on benefits, despite making up a quarter of the population, only took 6% of all UK flights. Meanwhile the top quarter of the population took almost half of all flights.**

#### **Practical actions -**

We welcome the Catalytic Action no.9 to make the ground operations of the airport carbon neutral. However, we can change all the light-bulbs we want but if Manchester Airport keeps on expanding, all the other actions we take are pointless. The first rule of holes says, when you are in a hole... stop digging!

The Council should stop expanding Manchester Airport.

- ❖ Not shut it down, just halt its

growth;

- ❖ Cap emissions at Manchester Airport. MAG can set an annually reducing cap on the CO2 levels from the flights that it facilitates. It will be up to the airlines how they can accommodate this regulation;
- ❖ Stop investing in advertising that promotes unsustainable travel;
- ❖ Stop all domestic flights and unnecessary short haul flights where alternatives exist;
- ❖ Invest in rail and other sustainable modes of transport;
  - Work with local businesses to incorporate business flights into their staff travel plans. Work with workplace travel coordinators to reduce unnecessary business flights through the promotion of teleconferencing and rail alternatives.
  - Research and encourage alternatives to air freight. Local food production would create jobs, reduce food air miles and therefore emissions.
  - Protect our Green Belts through truly sustainable planning systems which reflect the wishes of the local community and not prioritise business interests. True sustainability brings together a synthesis of Economy,

## Social Well being and Environment.

Based on the issues discussed in this section there is a growing consensus that we will need to stop airport expansion, and to stabilise it at its current level. That would not be depriving anyone of anything they have now - merely stopping our addiction to flying from getting any worse.

Eventually, if we in the UK are to play our global role in reducing climate change, we need to reduce our air travel.

To illustrate the kind of new thinking that will be required, in the face of possible loss of income that is currently linked to the airport, one growth area over the next 20 years could be 'virtual tourism'. The region's tourist attractions could be offered via such a medium, drawing on the city region's strong media, creative and digital industries - for example using a combination of real time digital technology and 'proxy tourists' who would go where the distant tourist (for a fee) requested. The point is that the world will change, is changing and Manchester has the great advantages of strong infrastructure and first mover status to shape this new world in sustainable and profitable ways.

### **5.1.3 - Business and Economic Development**

The Call To Action is a very welcome contribution to the debate in Manchester on how to move toward a

low carbon economy but it does not go far enough.

In order to even limit the immense impact of climate change in the UK and the world radical measures are needed and soon. A new economic model is required and action across every element of business in Manchester and the Northwest. Manchester, as the leading city in the Northwest and particularly within Greater Manchester can and should lead the way toward the new kind of economy.

The City of Manchester has embraced "The Manchester Way" a set of 5 key aims for Manchester, at the heart of which is equality. The Manchester Way must be a low carbon way and the best way of moving toward a more equal society is by moving away from an economic model based on the unsustainable fallacy of everlasting growth and exploitation of lowly paid workers both here and in the developing world.

The trickle down economics has failed leaving a sizeable proportion of Manchester residents among the poorest and most disadvantaged in the country. The Sustainable Cities Index produced by 'Forum of the Future' rates Britain's twenty largest cities according to social, economic and environmental performance; it currently ranks Manchester in 15th place.

One of the conclusions drawn in the report is that economic models based on a grand project, 'trophy-collecting' model of city development is weak at

delivering environmental benefit and quality of life.

Rather than using Gross National Product (GNP) as a measure of the prosperity of Manchester we should focus on indicators that really make a difference to the happiness and welfare of citizens in Manchester.

The New Economic Foundation ([www.neweconomics.org](http://www.neweconomics.org)) and others have proposed sets of indicators for well-being and it has been proved repeatedly that well-being is closely linked with economic equality. The issue in the Northwest is not simply the size of the economy, but – as across the United Kingdom – the distribution of wealth.

The shift that must take place to move to a low carbon economy offers an unparalleled opportunity for Manchester to embrace a different kind of economic model and show the way for other cities. We welcome the recognition in C2A that

**Lower-carbon lifestyles, including an emphasis on local shops and facilities can create more attractive, popular and socially-integrated places (with good examples from Sweden and Denmark.**

**A lower carbon economy would present opportunities to foster new technologies and innovation in existing technologies, as well as cutting input costs and improved energy planning.**

**That greening the City would not only reduce its carbon footprint but also help with adaptation to the inevitable**

## climate change resulting from gases already released.

The question then becomes how to move forward toward a zero growth low carbon economy.

We acknowledge that any environmental business engagement strategy that Manchester City Council adopts cannot be a one size fits all approach.

Manchester is home to 17,000 businesses. The requirements and responsibilities of small Manchester-based companies will differ from those of a Multinational.

Below is a table that attempt to convey the sizes of enterprises in Manchester, to understand that when we think of 'business' we are addressing not just 'big business', but enterprises of all different shapes, sizes and organisational structures. This table shows both Manchester registered Units and Manchester registered Enterprises.

employees	A	employ-ees	B
0-4	10640	0-4	9125
5-9	2775	5-9	1645
10-19	1800	10-19	915
20-49	1350	20-49	535
50-99	520	50-99	145
100-249	315	100-249	105
250-499	115	250-499	90
500-999	45	500-999	
1000+	20	1000+	

(Data taken from ONS – UK

Business: a – number of Manchester Registered Units, b – number of Manchester Registered Enterprises)

These businesses have impact on

carbon emissions through the offices and factories they inhabit, the conditions and benefits for their staff, the things they make or services they offer, their relationships with other businesses through procurement or partnership. Manchester as a financial centre influences the investment of billions of pounds.

As well as private business there is a large public and voluntary sector in Manchester producing carbon. The Climate Action plan will need to address every element of business in Manchester.

Furthermore the economy of Manchester can only be understood in relation to the Greater Manchester regional economy and the wider economy in the Northwest, not least because many of its citizens work outside Manchester city itself and are employed in high carbon industries in Trafford Park and elsewhere. Manchester and its businesses have an immensely important role in influencing and guiding economic strategy across the region. As a contribution to the debate about the actions needed to move toward a low carbon economy we propose the following.

### **Business Engagement**

The challenges of climate change cannot be met by a 'business as usual' response from companies in Manchester. Engagement initiatives have to go beyond the usual suspects, the 'win-win' situations and the Marketing Manager if they are to deliver real behaviour change.

Real Action calls for all 17,000 Manchester businesses to change the way they do business. Guiding principles for meaningful business engagement should include transparency and public commitments to deliver measurable CO2 emission cuts.

The Council should develop a three-tier strategy for engaging with businesses in the City.

### **Small to Medium enterprises (SMEs)**

With small to medium sized enterprises (SMEs), the Council should take an approach based on the following questions (amongst others): How can the Council (and third party organisations over which it has influence)

- ❖ **Make it quicker/easier for managers of SMEs to include environmental considerations in their medium and long term planning?**
- ❖ **Help the managers of SMEs get access to environmental best practice, so they can enjoy first-mover benefits and steal a march on their larger national/multinational competitors?**
- ❖ **We propose that for small businesses, engagement of owners/managers should take place on a local level through neighbourhood officers, and through local trading associations.**

An example of where this approach

has been successful can be found in Glasgow where the Govanhill Recycling and Environmental Action Team (GREAT) worked with local shopkeepers over the course of a year to reduce their waste and energy use, as well as improving the appearance of their shops.

### **Larger Manchester enterprises**

With larger Manchester-based enterprises, and national and multinational enterprises, the Council's direct influence is less than with SMEs. The approach it should take with these enterprises should be based primarily on these questions: How can MCC (and third party organisations over which MCC has influence)

- ❖ **Encourage the development of environmental best practice within large enterprises operating in Manchester, using opportunities for these organisations to showcase/advertise examples of corporate environmental and social responsibility?**
- ❖ **Do this in a way that maximizes the knowledge-transfer between these exemplars and other Manchester-based enterprises?**

We propose that the Council work towards a strategic partnership with Greater Manchester Chamber of Commerce for communicating the Call to Action to the companies that are its members in Manchester.

The British Chambers of Commerce have developed a Climate Change Charter for businesses to publicly pledge reductions in CO<sub>2</sub>; and other Chambers of Commerce, for example Norfolk, use their website to promote the Climate Change Charter to their members. Encouraging Manchester business publications to support and disseminate a sustainability message will also help raise awareness and engagement levels.

### **Major national and transnational companies**

Finally, the Council should engage directly with the smaller number of larger businesses located in Manchester through a sector-based approach. One recent example of such an approach was the 'Sustainable Clothing Roadmap' process, launched by the Department of the Environment, Farming and Rural Affairs (DEFRA) and involving major stakeholders across the supply chain with the aim of improving the sustainability performance of the UK clothing sector. The major output of the Roadmap is an Action Plan setting out agreed stakeholder actions in the five key areas.

This approach seeks to maximise the knowledge transfer between best practice exemplars and other Roadmap stakeholders and could be adapted to work on a city-regional level. We propose that Manchester City Council selects three sectors to focus on based on the scale of their 'indirect' carbon footprint i.e. the environmental impacts associated with the use of their product and service.

We ask that the Council consider all individual “touchpoints” (i.e opportunities for continuous contact) they have with local business, from planning, to waste management, to business advice and training, to property etc. This would include all touchpoints where MCC refer the business to a third party organisation. We then propose that MCC audit all these touchpoints and determine opportunities to make it easier for business to include environmental considerations.

For example, when conducting a commercial property search on the Council's website, the business user is directed to the MIDAS site to conduct the search. The Council should use its influence with MIDAS to include the functionality within their commercial property search to filter/sort by energy performance rating. It is a small change that makes it easier for businesses to include environmental considerations in their decision-making processes.

All touchpoints should be evaluated in such a way to deliver any similar quick-win solutions that make it quicker and easier for the owner/managers of SMEs to include environmental considerations.

### **Estates**

**The Council should continue with the Business Environmental Pledge, at least doubling numbers of participating companies, and increasing the percentage within that who have reached the Gold standard.**

**The Council should ensure that recycling facilities are provided for all of the property it owns (whilst also acknowledging that the priority of the '3 R's is Reduce, Reuse and then Recycle.**

**The Council should ensure that smart metering is introduced for all of the property it owns, and to act on the information received to minimise energy consumption in those buildings going forward.**

### **Procurement**

**Delivery of the Councils procurement policy should be audited by an independent 3rd party, with expertise in the area of ethical procurement.**

**The Council should publish and publicly commit to increasing the weighting given to environmental factors within tenders significantly over time.**

**The Council should provide a free Green Procurement Code to provide advice to businesses and other organisations, along the lines of Mayor of London's Green Procurement Code**  
**Core business**

**The Council should launch and sponsor voluntary initiatives in six sectors where businesses can sign up and work with their peers to reduce carbon emissions from their core activities. Each of the six initiatives should be managed by an independent organisation with expertise in carbon reduction**

**for business, for example Forum for the Future.**

## **Influence outside Manchester**

**It is recognised that there is a serious power imbalance between multinational and large national businesses, however the Council should develop relationships with multinationals and seek to identify an appropriate point of contact for issues affecting Manchester.**

**Planning:**

**Section 106 agreements - Authorities can set policies on these; the City Council should set a policy of prioritising action on climate change.**

## **Manchester Economic Development**

The Council should set up a scheme to offer Local Authority Bonds to residents and local businesses. These were once used to build the civic infrastructure and utilities of our cities and indeed they were a common source of public finance until the Thatcher government began the era of constrained local financial independence and increasing centralised economic control.

There are no legal constraints on local authorities raising bonds, but it has not been encouraged by governments since the 1980s. However this changed when an important precedent was set whereby the Treasury authorised Transport for London (itself a local authority in legal

terms) to issue £600m of bonds as part of its borrowings to improve transport infrastructure. These were snapped up by big investors.

The proven economics of reducing energy use through efficiency, combined heat and power and renewables for buildings make it an excellent choice for funding by such local authority bonds. Part of the savings would fund the repayments due on such bonds.

- **The Council should publicly measure its performance against wellbeing indicators (e.g. Those of New Economics Foundation)**

## **Localisation**

Economic trends over the past decades have seen a steady increase in the distance travelled by both people and goods. Whilst the City Council talk about strengthening local neighbourhoods, in practice they are too easily seduced by mega-developments such as the recently-proposed Airport City, which will encourage longer-distance commuting and undermine any carbon savings elsewhere.

The same approach needs to be taken with public services such as health education and social services, and leisure facilities.

- ❖ **The Council should conduct a mapping study of carbon emissions across the City Region;**
- ❖ **The Council should provide for a capital grants scheme from its economic**

**development budget for organisations who require investment to be able to deliver the actions outlined in this proposal;**

- ❖ **The Council should lobby Government to allow flexibility in business rates, with a view to varying rates according to the climate impact of different businesses should that be achieved.**

### **Examples of Good Practice**

Freiburg, Germany: Germany as a whole has provided around 750,000 jobs in renewable energy; even by those high standards the city of Freiburg has achieved new job creation figures of around 4 times the German average. This is largely attributable to its Solar City approach, for more information see here [www.c40cities.org/bestpractices/energy/freiburg\\_ecocity.jsp](http://www.c40cities.org/bestpractices/energy/freiburg_ecocity.jsp)

Kirklees (Huddersfield and adjacent towns), West Yorkshire: Closer to home, Kirklees has been leading the way in council work on insulation and renewable energy. The first council in Britain to provide a universally free home insulation scheme, which has led to a £4.5 million reduction in fuel bills for residents, as well as providing jobs and reducing carbon dioxide emissions.

Kirklees has now introduced a renewable energy fund for households; this operates on a revolving loan system with money being paid back into the scheme when the house is sold.

The C40 Large Cities Climate Change Scheme. Whilst the scheme mainly covers the world's major cities, (London being the only UK representative) - smaller cities can become affiliates, (as Amsterdam and Heidelberg in Germany have become). Signing up as an affiliate would give Manchester better access to best practices worldwide.

### **5.1.4 – Fuel Poverty**

Although we welcome the several references in the Call to Action to fuel poverty, we are concerned that there is no explicit target about reducing fuel poverty within the document.

We call upon the Council to make addressing fuel poverty a central plank of the Climate Change Action Plan, and to engage local people who live in fuel poverty meaningfully in the drafting and writing of that Plan.

A household is said to be in fuel poverty if it needs to spend more than 10% of its income on fuel to maintain a satisfactory heating regime. Fuel poverty is inextricably linked to Climate Change because it involves an interaction between energy consumption and the climate.

There are four main factors involved in determining fuel poverty:

- ❖ **energy efficiency;**
- ❖ **energy cost;**
- ❖ **energy usage and;**
- ❖ **household income.**

Fuel poverty damages people's quality of life by removing the proportion of income available for food, health,

education, leisure activities and other household bills. There are also wider costs on the community and the direct effects in relation to the health of people living in cold homes as cold homes are susceptible to increased incidence of internal fungus (including moulds and mildews) and increased mite populations.

Residents living in under-occupied accommodation (usually resulting from children leaving home and spouse death) are a major proportion of those living in fuel poverty. A programme enabling vulnerable people find suitable and comfortable accommodation needs to be initiated, implementing the expertise across all sectors of society. This will not only help reduce fuel poverty and curb energy waste

**Warm Zones is a not-for-profit company and a wholly owned subsidiary of National Energy Action a national charity. Warm Zones delivers affordable warmth to low-income and other vulnerable families as well as energy efficiency measures for the "able-to-pay"**

**Characteristically Warm Zones involves systematic identification of fuel poverty cases, and energy efficiency statistics of all households in an area and the co-ordinated customer-focussed delivery of efficiency improvements and related services to low income households through referral to Warm Front – a Government funded initiative. Other services**

**include income maximisation and energy and debt management. Warm Zones also provide employment opportunities for local people.**

Fuel poverty is part of a wider problem of poverty and social exclusion caused by a combination of high energy prices, low incomes and poor housing conditions; none of which are dealt with well enough at present through tactics that rely on the "trickle-down" effect of the overall economic growth strategy or by regeneration programmes that have tended to "slash and burn and start again" rather than applying a joined up remedy.

Nevertheless there is an opportunity to augment the Better Homes standards with much higher local standards for energy efficiency.

We also argue that there is scope for much greater public participation in the greening of the housing stock, a strategy that breaks cycles of dependency and builds responsibility for the vital maintenance of the energy efficiency gains whether in new build or retrofitted energy efficient housing.

**Ebico has been leading the way in cutting household energy bills since 1998. As a not-for-profit company, their core aim is to put people before profits – and to provide affordable energy for every home.**

With no shareholders to keep happy, they don't have to deal out dividends

to anyone. Instead, they can put all of their resources into providing fair rates for every customer, regardless of their income or circumstances, or how they choose to pay. Ebico seeks to fight against fuel poverty and the deprivation it causes. It also works to redress the bias towards profit in the energy market by offering viable alternatives that are equitable and fair to initiate and practise wise stewardship of resources. Please see [www.ebico.co.uk](http://www.ebico.co.uk) for more details.

## 5.2 Neighbourhoods of Choice

### 5.2.1 - Energy

We applaud the work the Council is doing as part of the PEPESEC, (Partnership Energy Planning as a tool for Realising European Sustainable Energy Communities – [www.pepesecc.eu](http://www.pepesecc.eu)) and we note with interest the work being done at the Association of Greater Manchester Authorities (AGMA) level on renewable energy.

As per the later section in the Call to Real Action entitled "Transition", we call upon the Council to start the truly radical process of envisaging an "Energy Descent" programme. It is only against a framework of managing a planned decrease in energy demand that we can build a stronger, climate-resilient society. We are well aware that this goes against the grain of current economic thought.

### Gas

In the nineteenth century and until the mid-sixties of the twentieth century Manchester's gas supply was typical of its era – large, smelly and dangerously polluting coal-baking plants "the gas works", operating in the poorer areas of the city (eg in Miles Platting), but also furnishing the wealthier areas (e.g. Whalley Range), produced both coal gas, piped under pressure throughout the city, and coke, essential to commerce and metallurgy.

This "town gas" gas had two main components: carbon monoxide, the easily combustible but infamously poisonous part, and hydrogen, clean-burning, non-poisonous and – above all, not climate changing – but impossible to extract on its own from coal without sacrificing the profitable monoxide component.

The relevance of this infrastructural inheritance to the present-day carbon reduction/suppression challenge is that the whole underground distribution pipework is now used to distribute the successor to coal/gas, natural gas from the North Sea, Russia, Algeria, Qatar and further afield.

What had been a semi-indigenous industry, offering "security of supply", using British coal and technology, locally processed, is now a mere component of a global system, totally out of the control of Manchester or any larger city or conurbation.

Our gaseous inheritance is therefore a powerful agent of global warming, and

yet essential for our present physical survival. This conundrum cannot be solved by Manchester alone – however, our city acting in concert with other concerned parties (see ‘universities’ below) may find a solution, comprising hydrogen or not.

In the meantime a rigorous imposition of instruments already in Manchester's hands, for example the Local Government Act of 2000, which permits all councils to “do anything which they consider is likely to achieve” the “promotion of social/environmental well-being of their area” may make inroads into our carbon emissions and prime us psychologically and electorally for the harder decisions to come. Firm directives (see ‘directives’ below) have not yet been fully applied.

## **Electricity**

As with gas, so with electricity – Manchester and all its citizens, public institutions and enterprises are locked in to a network of wires and distribution centres which date from the first decades of the twentieth century. Moreover the transmitted electricity is generated in the same old way – by burning fossil carbon, and releasing the uncapturable carbon dioxide into the atmosphere.

In the opinion of Prof Nick Jenkins, an electrical engineer based at Manchester University, who has researched the future of the grid under both partial and total renewable inputs, it would be “unwise” to dismantle the grid and its local dependencies, as it already exists as an expensively constructed resource,

and can be turned to good use, in conjunction with locally generated renewable electricity.

The challenge for Manchester is therefore the same as for all electricity-dependent conurbations: to accept the aim of zero dependence on fossil carbon for the generation of its electricity, to work assiduously for the attainment of this aim, and in the meantime to press for and to achieve continuing reductions in our use of electricity.

It is not yet clear that the City authorities have fully accepted this goal, in spite of being signed up adherents to Agenda 21, and in spite of its seeming addiction to “iconic” projects, such as the talk at one time of a few large wind turbines spread over the larger conurbation.

## **Energy choices**

With its two large universities, or three with Salford in the larger conurbation, its wide range of technological businesses and a partially committed public, it should be possible for the city to think its way forward, out of the present carbon morass into the entirely renewable future. The time has passed when iconic or exemplary projects serve any useful purpose: iconics and exemplifications have already been in place throughout Europe, in Merton and Nottingham in the UK, in Freiburg in Germany, and elsewhere.

They have served their purpose: for Manchester to build an isolated urban turbine, or another low-carbon

demonstration house, can have no effect on the citizenry or on advancing the zero-carbon agenda. Activity of an altogether greater order of magnitude is called for.

### **Avoiding the mistakes of the past**

The Urbis Centre, which is devoted to the display of the glories of the modern city, features a spectacular whole-length sloping roof, which would have been ideal for the mounting of solar capture devices – if it did not face due north. The solar sabotage is complete, and it should simply have never been accepted as a design within a city which wishes to be at the forefront of sustainability.

The Beetham Tower, the tallest habitable building in Manchester, features a generously wide flank facing due south – ideal for solar capture. Again, no advantage of this orientation has been taken so as to generate clean electricity. If the city is to be taken seriously in the future as 'iconically' progressive, such mistakes must not be repeated. (The only large solar array in the city, a 300 000 pound photovoltaic cladding of the CIS building, was an initiative of the Co-operative bank - a potential senior partner in the council's strategies given its ethical base and secure financial model).

Unfortunately, many such errors have been allowed, including the construction during the late (un)lamented building boom of very many apartment blocks featuring a great area of windows and glass walling. There is no single solid

element of any building which leaks heat so copiously as glass. Why, it may be asked, was there no political or official voice, environmentally guided, to arrest this thermodynamic disaster?

### **The universities**

Within Manchester University, Manchester Metropolitan University and Salford University there is a great deal of expertise in all the skills, science, technology and arts which, in concert, could lead to a partially or even one day a fully sustainable city. The 'concert' does not yet exist, and the will, the necessary sense of urgency, to bring it into existence shows little sign of burgeoning.

There is no doubt that a "climate solution supremo", such as has existed in Merton, well funded, politically supported, with a functioning secretariat, would be a true boon for the city.

The skills which so badly need to be co-ordinated between the Council and the various university departments include chemical engineering (to research non-fossil fuels), building and architecture, town planning, law, electrical engineering, sociology (to research the possible acceptance of a non-fossil fuelled society by the citizens of Manchester), all aspects of renewable energy, both as electricity and as storable non-carbon fuel, and climate modelling for the North West.

If Manchester is to become a powerhouse of ideas to solve the carbon conundrum (without it we perish now, with it we perish later), it

should take the lead in establishing such an approach to climate change solutions.

### **Practical action –**

The “Memorandum of Understanding” between the Council and Universities must be released as soon as possible, and its implications explained to the staff of all relevant organisations.

### **The energy supply challenge**

Since Manchester citizens consume as much energy per head per year as other UK citizens, with the richer consuming more than the poor, it is clear that such energy cannot be sourced within the city boundaries. The figures tell the story.

Each UK resident has access on average to one kilowatt of commercial electric power. This requires the city of Manchester to have about 500 megawatts of electrical power at its disposal, the equivalent of a fairly large generating unit, or 500 very large wind turbines, of which scarcely one could be sited within city boundaries. It is therefore clear, for electricity alone, that our supply must be imported. Moreover, the city does not have enough roof space for very much solar electricity, which in any case has to exist as an adjunct to the existing grid.

It is for this reason that the Call to Action needs extending on a bio-regional basis, that is to the city region and the surrounding countryside within which larger footprint there is potential for greater self sufficiency not just in energy but in food too. A bio-regional focus

would bring into play larger scale water and wind power, pumped storage, solar and sustainable biomass (from woodland).

Within the city itself there is scope for solar thermal, solar electric, ground source heat pump, and community wind power (for example along the Mersey valley or in the northern edge of the city).

### **THE CARBON CO-OP**

**Carbon Co-op is creating a large scale, bulk buying co-operative that will allow its members to purchase low carbon technologies cheaply and easily - everything from energy monitors to solar panels. Our model seeks to overcome the catch 22 situation that consumer demand for low carbon technologies is low due to high retail prices but costs wont drop until demand increases.**

**Developed by low winter sun and URBED Co-op, the Carbon Co-op was shortlisted in the Big Green Challenge competition and won through to Social Innovation Camp 2008. The project is being piloted in South Manchester and will conduct further market research in 2009 with a view to launching the project in 2009/10.**

### **5.2.2 - Housing**

A great deal of the carbon-based energy used in Manchester is used to heat homes and water. As the CaRB Consortium (partly staffed by Manchester University, 2004) states “energy intensive behaviours are

becoming embedded within everyday domestic life”

It is difficult and very expensive, to retrofit the traditional Manchester house so that its energy consumption is halved – and yet halving is not sufficient to arrest our contribution to climate change.

As a further example, the “40% House” proposed by the Oxford Environmental Change Institute as a replacement for present-day standard housing, as new build or as retrofit, is an expensive item, and would cost the Council unobtainable amounts of money, even just for its own estate.

#### **Practical action –**

The Council should commission urgent scoping work to know the specifics of the scale of the problem it faces.

We do not yet have a precise description of Manchester's own housing, sector by sector and type by type. Only with such data may it be possible to plan for a low-energy, zero-carbon future. For example, how many square metres of uninsulated exterior solid walls do we have within city boundaries? Without such calculations it is impossible to design a future whose main aim is climate protection.

The Council has a waiting list for social housing which approaches 30,000. This list does not include couples living with their parents or friends, unable to afford to buy in a market still out-of-reach and knowing that signing on to a waiting list without some special claim is pointless. Meanwhile, the recession

has left the city littered with empty and half-finished building schemes which have been simply abandoned by property developers.

There are no statistics available on the number of these properties but casual observation suggests that there are many such situations. As an example, one of Manchester Council's flagship programmes for urban regeneration, the New Islington scheme, now resembles the Somme battlefield with little sign of activity. Nearby several half-finished blocks stand idle whilst blocks and whole streets in Ancoats, emptied by the Council for demolition or 'refurbishment' by the private sector, also stand empty and boarded up.

However, this parlous situation also contains opportunity. The government announced in its Pre-Budget Report (PBR) that £775 million in funds for housing and regeneration would be brought forward into the current year's budget and made available to local authorities precisely to buy up unfinished projects and complete them to high energy efficiency standards for social housing. This is just what Manchester Council needs to do. The funds are available, the work could start almost immediately providing jobs for local construction workers and the waiting lists for social housing could begin to come down.

#### **Practical action –**

The Council should immediately prepare inventories of potential projects and begin the process of purchasing suitable properties. Empty council property should be developed

immediately for family occupation. It is a social as well as an economic crime that housing should stand empty or half-finished, whilst building workers receive the dole and families wait for years on housing lists.

### 5.2.3 - Food and Climate Change

Manchester must both reduce its greenhouse gas emissions and increase its ability to cope with the changes climate change will bring. How we feed ourselves is a vital part of this, something that did not receive enough attention in the Call to Action.

How we grow, process, package, transport, store, cook, eat and dispose of our food has severe effects on the climate. Changes in the climate lead to changes in the way we grow, transport and store our food, as well as how much our food costs and how this affects our economy and the incidence of famine.

The City Council should start thinking about the issue in terms of "food security".

*"Food Security means that food is available at all times; that all persons have means of access to food; that it is nutritionally adequate in terms of quality, quantity and variety; and that it is acceptable within the given culture. Only when all these conditions are in place can a population be considered food Secure." - United Nations Food & Agriculture Organisation*

The World Wildlife Fund (WWF) found that the average personal carbon

footprint in Britain for food was almost 23% of the total emissions per person; this is more than transport or home energy. Agriculture alone produces almost 9% of the total GHG emissions in the UK. Effectively we're eating oil.

The emissions embodied in food can be categorised in terms of:

- ❖ **Fertilisers and pesticides**
- ❖ **Farm machinery for cultivation and farm-side processing**
- ❖ **Distribution**
- ❖ **Storage**
- ❖ **Processing**
- ❖ **Preparation**
- ❖ **Wastage**

Each of these needs tackling in a comprehensive climate change strategy. Here we focus on items 1, 3, and 7 to illustrate elements of a comprehensive food security and food emissions strategy.

#### **Fertilisers and pesticides**

The production of food on an industrial scale has required energy subsidies in the form of inorganic fertilisers and pesticides – the former to boost yields and then deal with consequent soil degradation, the latter to deal with the consequences of forced growth monoculture. This is why organic food is an integral element of the strategy. When we use organic food we remove the harmful emissions associated with the manufacture of synthetic fertilisers and pesticides.

#### **Practical action -**

Manchester should strive to become

the UK's first Organic city, using realistic but ambitious year on year targets for the proportion of the food consumed in the city from organic cultivation. There should be extended cross sector and agency working, bringing on board Manchester schools and the PCT amongst others, to ensure that public sector procurement of food is geared towards organic.

The Council should work in partnership with local organic food producers such as Glebeland in South Manchester, Zest, the Kindling Trust and Food Futures to produce a Local & Organic Food Strategy for increasing the amount of organic food Manchester can produce.

The Council should assist in setting up Community Interest Companies and Social Enterprises to educate and promote the organic movement to business and local people, and ensure local jobs can be made in the organic sector.

## **Food Transport**

Food miles increased by 15% in the 10 years to 2002. The average distance we now drive to shop for food each year is 898 miles, compared with 747 miles a decade ago. Food transport accounts for 25% of all the miles driven by heavy goods vehicles on our roads. The use of HGVs to transport food has doubled since 1974. 19MtC which accounts for were emitted in 2002 in the course of getting our food to us, a 12% increase on 1992. Airfreight, the most polluting form of food transport and is growing fastest.

Manchester, through the proposed Local & Organic Food Strategy must provide opportunities for local people not only to grow their own organic food, but increase the number of opportunities to buy locally grown organic food through the establishment of a Local & Organic Food Markets Initiative.

This initiative must be open in the evening in all major district centres across the city to enable working citizens the same opportunities to buy locally grown organic food from local retailers as those who have more flexible purchasing hours.

The Council and its partners should work with City Co. to encourage major retailers and restaurants operating across the city procure a much higher proportion of their commodities through a programme e.g. Manchester Lives Organic Scheme which could bulk-purchases organic products at a reduced price, ensuring cheaper organic food for all.

## **Food Waste**

Approximately one third of all food bought in the UK is thrown away (WRAP) leading to 18MtCe / year through the release of GHGs through decomposition in landfill or incineration. For every tonne of food waste produced, 4.5 tonnes of CO<sub>2</sub>e is released.

A WRAP report into waste arising from schools in England found that the proportion of food found in waste from primary schools was more than twice as high as the proportion of food waste found in waste from households

(46% compared to 22%). The proportion of food waste found in secondary schools was a third higher than from households (31% compared to 22%).

We welcome the fact that a food waste collection service will begin shortly in some areas. However, this must be rolled out across every home, business and facility within the city; with the distribution of food scraps caddies, varying in size and quantity depending on need. Food waste should be collected and sent to either large organic matter facilities to be turned into either high quality compost or renewable energy.

As part of the Local & Organic Food Strategy the Council should produce an information document explaining how to reduce the amount of food waste and food packaging waste our homes and business produces.

Building on existing good practice in the city there are two programmes deserve which deserve special interest.

Food Futures – this is the Manchester food strategy and has set out a number of values and aims one of which is to protect the local and global environment. [www.foodfutures.info](http://www.foodfutures.info)

Making Local Food Work – is a Big Lottery Fund programme aiming to connect land & people through food by a number of initiatives many of which are beneficial to the environment.

[www.makinglocalfoodwork.co.uk](http://www.makinglocalfoodwork.co.uk)

However, we also urge the adoption of a bioregional food procurement strategy to source the greater bulk of the food eaten in the city from within the Greater Manchester Bioregion – the conurbation plus the next 20 miles or so of rural surrounds. This would be augmented with regional, national and international products in descending order of magnitude.

Finally we propose a strategy to reduce wasteful food trade contraflows[1] which has the elegance of reducing emissions, fuel use, and road congestion with no reduction in the supply of foodstuffs.

[1] Product contraflows (our term) take at least two forms.

- ❖ Products (e.g. non-speciality cheese) are produced in area A and sold in area B while identical or equivalent products are produced in area B and sold in area A.
- ❖ A product (e.g. milk) is produced in area A, processed in area B and then taken back to area A for sale and consumption. For some shocking examples see the NEF Interdependence Report at <http://tinyurl.com/dkcm7s>.

## 5.2.4 - Transition

*"Manchester led the world in driving social progress through innovation. Within the UK and perhaps beyond, the field is open to take a lead on climate change action and, where it makes sense to do so, to pre-empt and influence rather than follow the path of national legislation and policy and market changes." - Call To Action p4*

Manchester played a central role in the Industrial Revolution, the innovations and technologies that were developed here in this city changed the face of the world. The city has been proud to remember and put claim to these innovations and to celebrate its bold and creative history. As a child from a Mancunian family, the author of this section remembers her mother saying with pride 'what Manchester does today the world does tomorrow'.

One hundred and eighty years later and we are truly experiencing the consequences of the industrial revolution. Our global climate is now heading towards a 'tipping point', estimated to be in 2015, at which point we will no longer be able to prevent mass extinction. The great injustice is; that the worst affected are those who most probably have neither heard of the industrial revolution nor experienced any benefit from it.

We now have the opportunity, the creative resources, and responsibility to take a lead in a new revolution. One that will ultimately determine humans' continued existence. Quite simply we need to live in harmony with our surroundings. To do this we need to turn inwards and look at what resources the city has and outwards to people who know how to live without destroying their environment. It is a time for humility and ingenuity. Collectively we must redesign the systems that are not sustaining us and we need to do it now.

*"The task for Manchester is to bring*

*local, grass-roots, community-based collective action together with the influence, capacity and resources of organisations in government and business to seize the opportunity for the city and to create a broader coalition for action drawn from all aspects of Manchester life. This means developing a framework for action that is widely understood and shared across the city, encompassing private, voluntary and public sectors. It means making it clear what Manchester residents and businesses are being asked to do and how they and their city can benefit." - Call To Action p4*

#### **What is Transition?**

**A Transition Initiative is a community working together to look Peak Oil and Climate Change squarely in the eye and address this BIG question...**

**"for all those aspects of life that this community needs in order to sustain itself and thrive, how do we significantly increase resilience (to mitigate the effects of Peak Oil) and drastically reduce carbon emissions (to mitigate the effects of Climate Change)?"**

**The driving force behind Transition has been a growing grassroots realisation that the issues of climate change and peak oil are real, that we need to act together to address them now, and that if we do so correctly we have the opportunity to create a future that is not only lower in carbon usage but also more vibrant and enjoyable.**

The past two years have borne witness to the phenomenal worldwide growth of the Transition movement. From a standing start it has now grown to over 150 'official' Transition Communities worldwide. These include rural locations such as Lewes and the Forest of Dean, as well as cities including Liverpool and Bristol and urban areas such as Brixton in London. Internationally Los Angeles USA, Fujino Japan and Sydney Australia are just some of the places that have become 'official' Transition Communities. More than 800 other communities around the world including Manchester are in the process of setting up initiatives.

#### **The Transition process:**

- **Awareness raising around peak oil, climate change and the need to undertake a community lead process to rebuild resilience and reduce carbon emissions**
- **Connecting with existing groups in the community**
- **Building bridges to local government**
- **Connecting with other transition initiatives**
- **Forming groups to look at all the key areas of life (food, energy, transport, health, heart & soul, economics & livelihoods, etc)**
- **Starting projects aimed at building people's understanding of**

**resilience and carbon issues and community engagement**

- **Eventually launching a community defined, community implemented "Energy Descent Action Plan" over a 15 to 20 year time-scale**

**This results in a coordinated range of projects across all these areas of life that strives to rebuild the resilience we have lost as a result of cheap oil and reduce the community's carbon emissions drastically.**

Transition provides a system for public participation in environmental decision-making. For a community to change its behaviour on the scale that is required the collective imagination needs to be tapped into and harnessed.

By starting with a vision of a positive future of, say, what food and farming will look like in 2030, we can then 'backcast' or work backwards to 'remember' how we got there, what the key events were, etc. This can be done for different aspects of the community such as energy, building & housing, economy & livelihoods, education, governance, art & culture, health & well-being, transport, biodiversity, water, waste, community issues, youth issues, etc.

Through the narratives that emerge from the community, the Energy Descent Action Plan becomes the story of how the community can move through this era. The EDAP is

therefore not at all a dry plan, but instead a vibrant vision that entices and compels people to a particular future.

## **Events**

Throughout 2009 the City Council will be running "Proud of Manchester", focusing on life in Manchester and enabling residents to make the most of the opportunities available to them, including the opportunity to improve the quality of their lives and those of their friends, families and their wider communities.

We believe that the answers and solutions to climate change can be found by asking the right questions to the right people and by involving all citizens in the great system rethink and redesign. The Council can work with the TCM to identify individuals and groups who can help with this. Local residents associations, charities, campaign groups, research centres and the Universities, to name but a few.

TCM is planning a gathering of representatives from all local community groups, campaign organisations and community leaders. We will introduce TCM, gather ideas and develop the network.

In order to harness the power of collective visioning TCM is researching the feasibility of creating a silent square in the city centre. This would be a way of providing a contemplative place for citizens to imagine how they would like the city to be in 10 and 20 years time. People will be asked to write down their ideas and hang them

on one of the trees in the square, thereby creating a 'wishing tree.' This will help us to start the energy descent action plan.

TCM will organize a series of informative events about climate change and Peak oil including lecture series, film showings and workshops. Each event will be tailored around the targeted attendees.

TCM will organise a series of events with community groups to encourage the exchange of knowledge between environmental experts/ social psychologists etc. and local citizens. To together plan what changes need to be made in locations where people currently feel no connection with their surroundings.

## **Practical actions –**

That all MCC elected members and employees attend a Climate Change and Peak Oil information session that will not only keep employees informed and up to date, but will explore how an understanding of the issues might inform their work.

All City Council building and those with City council contracts to be given support to introduce grey water flushing systems – that MCC provides information and advice for all large buildings, offices and hotels etc. to support the introduction of such systems.

To implement a city 'switch off' campaign following in the footsteps of Sydney, Australia. All shops and offices that are not being used at night to turn off their lights.

That MCC provides up to date climate change information that specifically affects the city e.g. Flooding predictions and MCC response plan. To be published in the public domain.

That MCC creates initially five re-skilling and ecology centres in each area of East, West, North, South and inner city Manchester. The centres would comprise an eco show house, ecological information for how we can change our lifestyles to reduce carbon emissions/ energy use and provide classes and workshops. Many skills once passed generation to generation have been lost, the re-skilling centres would provide an opportunity to pass on such skills as horticulture, sewing, cooking etc. In so doing they will both aid community cohesion and will add to a personal sense of well-being and confidence.

To initiate a four day working week. The fifth day to become a community action day. For the scale of change required over the next few years we have to fundamentally change our value system and this step change in working practices would help to achieve that. The NHS and environment agencies are extremely dependent upon the voluntary sector, statistics reveal that the sector is increasing year by year and involves over 20 million people. Voluntary work provides an excellent way to increase a sense of well being and community involvement.  
[www.timebank.org.uk/mediacentre/research.php](http://www.timebank.org.uk/mediacentre/research.php)

To create an inventory of all available empty plots for community groups to

grow food and to create a new category of land planning designation 'for environmentally sustainable community use'. There are now many emerging schemes across the country and here in Manchester who have begun to utilise land for growing food.  
[www.channel4.com/landshare](http://www.channel4.com/landshare)  
[www.incredible-edible-todmorden.co.uk](http://www.incredible-edible-todmorden.co.uk)  
<http://abundancemanchester.wordpress.com>

Over the next 20 years, existing and new interventions will help to transform the City Centre into an even more accessible, pedestrian-friendly, dynamic environment and to future-proof it against the impacts of inevitable climate change.

The city centre needs to prioritize the pedestrian and it needs to have a function other than as a centre for shopping. To initiate this process of change, TCM would like to promote a traffic free day once a month (excluding emergency vehicles). The day would then be used to promote walking, cycling, roller blading etc. A city quickly becomes animated under the right conditions.

Manchester is already witnessing innovative public realm developments. The city has some leading designers in the field. e.g. Old Mill Street in New Islington is an example of implementing changing values into public spaces.  
[www.martinstockleyassociates.co.uk/portfolio\\_pages/portfolio\\_04\\_01.html](http://www.martinstockleyassociates.co.uk/portfolio_pages/portfolio_04_01.html)

## 5.3 Mutual Respect & Self-esteem

### 5.3.1 - Health and social care

We are delighted that the Call to Action recognises that lower-impact living will directly improve health as well as reducing emissions. However, we are concerned that the document is extremely vague on how the Council will encourage these lifestyle changes.

We also support the Call to Action's points about self-respect instilled by living low-carbon lifestyles, and would add that elderly people and people with disabilities - groups occasionally overlooked - should not be excluded from this. There should be investment in infrastructure of buildings used for social care - which are often people's homes - as well as other housing. Contractors to the council should be set high environmental standards and be helped to achieve them. High planning standards should be applied to health care buildings, including hospitals which are major power users and hence emitters.

We note with approval the recognition of sustainable transport and food systems as a key public health issues. There are obvious exercise benefits from encouraging walking and cycling as well as health benefits from reducing pollution. These habits need to be instilled at an early age, ideally in schools. Transforming our

communities so that they are friendlier to pedestrians than cars is therefore essential. There is no point lecturing children and parents about the benefits of walking if they are too scared to do it.

A further consideration is to mitigate the now inevitable impacts of climate change on the most vulnerable. This includes robust plans for managing the impacts of weather extremes such as heat waves on the elderly and also building up resilience in systems for the most dependent should the infrastructure of the city be weakened through systemic shocks (e.g. through oils price impacts on food, transportation, heating). The Council's excellent emergency planning and business continuity frameworks provide a firm foundation for this necessary work.

### 5.3.2 - Resilience

We welcome the frequent references to "resilience" in the Call to Action, but are concerned that it is not defined. Without a strict definition, it will become a slippery adjective, applied to all sorts of projects, and thus devalued.

If "resilience" is not to go the same way as 'sustainable', 'green', etc., then Manchester City Council must say what it means by resilience in the context of climate change, and adhere to this definition.

**Resilience is... "the ability to absorb disturbances, to be changed and then to re-organise and still have the same identity (retain the same basic structure"**

and ways of functioning). It includes the ability to learn from the disturbance. A resilient system is forgiving of external shocks. As resilience declines the magnitude of a shock from which it cannot recover gets smaller and smaller. Resilience shifts attention from purely growth and efficiency to needed recovery and flexibility. Growth and efficiency alone can often lead ecological systems, businesses and societies into fragile rigidities, exposing them to turbulent transformation. Learning, recovery and flexibility open eyes to novelty and new worlds of opportunity."  
[www.resalliance.org/564.php](http://www.resalliance.org/564.php)

We also recognise and applaud the work that the Council has done with psychological resilience and children, for example

*"the roll out of the Mental Health in Schools work to five high schools, the implementation of UK Resilience in nine high schools in September 2007/08 and continuing in the same schools in 2008/09" and the "continued focus on embedding the social and emotional aspects of learning materials (SEAL) in primary, secondary and special schools"-*  
**[www.manchester.gov.uk/downloads/8.0\\_Emotional\\_Health\\_and\\_Wellbeing.pdf](http://www.manchester.gov.uk/downloads/8.0_Emotional_Health_and_Wellbeing.pdf)**

However, so far it seems that most of the thinking, planning and doing around resilience in Greater Manchester is focussed on maintaining "Critical National

Infrastructure." (e.g. the City Council's Emergency Planning Team are involved in the Greater Manchester Resilience Forum, the Resilience and Development Group and the Emergency Planning Liaison Group).

While all these actions are vital, the Council must begin working with "ordinary people" to develop plans for how Manchester will feed itself, grow its own food and meet as many of its needs as is practical and sensible in a world where energy and carbon are expensive, water and land is scarce, and previously reliable "ecological services" (pollination of crops, flood protection etc) become scarce or intermittent.

#### **Practical actions -**

- ❖ The Council commits to a simple, measurable definition of resilience, and undertakes only to use the phrase where appropriate.

*"Resilience results from being able to face up to reality, improvise in the face of unfamiliar challenges, and at the same time find a source of 'meaning' in the challenges that encourages long-term thinking while affirming a sustaining sense of purpose." - Coutu, 2002, Harvard Business Review*

- ❖ The Council commissions scoping work over how to create resilience in individuals, communities, systems of food and transport. The Council also takes part in a series of public debates around resilience,

inviting groups such as the Manchester Permaculture Network, Kindling Trust and Unicorn Grocery and the Resilience Alliance to participate.

- ❖ The Council publicises the outcomes of both the scoping work and the debates, and integrates comments, and includes a comprehensive section – written in partnership with relevant individuals and groups- within the Climate Change Action plan to be launched later this year.
- ❖ The Council adopts the slogan of “mitigate for 2, adapt for 4”. This means the Council should continue to reduce (mitigate) its carbon emissions to a level that would, if adopted by the entire world, give a high likelihood of keeping below a two degrees above pre-Industrial Global Average Temperature, while at the same time acting to adapt to a 4 degree above pre-Industrial average, on the assumption that other countries' reduction efforts will not be as successful as Manchester's.
- ❖ The Council publicises the very good work done by the Eco-cities project and the “Sustainable Cities: Options for Responding to Climate Change Impacts and Outcomes” (SCORCHIO) group at Manchester University.
- ❖ The Council helps with the

establishment of a centre for self-reliance that can then spread its learning, along the lines of the Institute for Local Self-Reliance ([www.ilsr.org](http://www.ilsr.org)). “The Institute’s mission is to provide innovative strategies, working models and timely information to support environmentally sound and equitable community development. To this end, ILSR works with citizens, activists, policy-makers and entrepreneurs to design systems, policies and enterprises that meet local or regional needs; to maximize human, material, natural and financial resources; and to ensure that the benefits of these systems and resources accrue to all local citizens.”

**Ecosystem resilience is the capacity of an ecosystem to tolerate disturbance without collapsing into a qualitatively different state that is controlled by a different set of processes. A resilient ecosystem can withstand shocks and rebuild itself when necessary. Resilience in social systems has the added capacity of humans to anticipate and plan for the future. Humans are part of the natural world. We depend on ecological systems for our survival and we continuously impact the ecosystems in which we live from the local to global scale. Resilience is a property of these linked social-ecological systems (SES). "Resilience" as applied to ecosystems, or to**

**integrated systems of people and the natural environment, has three defining characteristics:**

- ❖ **The amount of change the system can undergo and still retain the same controls on function and structure**
  - ❖ **The degree to which the system is capable of self-organization**
  - ❖ **The ability to build and increase the capacity for learning and adaptation**
- [www.resalliance.org/576.php](http://www.resalliance.org/576.php)

## 6

### **Alternative catalytic actions– (In alphabetical order)**

#### **6.1 - Economy**

The Council should fund a series of public meetings and debates during the course of 2009, ensuring the widest possible participation from academia, business, the Trade Unions, the "third sector" and Manchester citizens. This process should culminate in a report on steady-state economics and its meaning for Greater Manchester.

The Council create five re-skilling and ecology centres in each area of East, West, North, South and inner city Manchester. The centres would comprise an eco show house, ecological information for how we can change our lifestyles to reduce carbon emissions/ energy use and provide classes and workshops.

The Council explores the possibility of tying any bonus payments made to senior management above and beyond basic salary to whether rigorous carbon dioxide reduction targets have been met. "Less gas-more cash."

#### **6.2 – Energy**

The Council to start the truly radical process of envisaging an "Energy Descent" programme.

The Council should institute monthly "Earth Hours", called Manchester Hours. The council can take a lead on this, be ready for next year. The first Manchester Hour could coincide with Manchester International Festival

[Council tax rebate for those who insulate their homes.](#)

To implement a city 'switch off' campaign following in the footsteps of Sydney, Australia. All shops and offices that are not being used at night to turn off their lights.

#### **6.3 – Engagement**

The Council sponsors a major conference within the Community Strategy, explicitly inviting community groups, trades unions, environmentalists and religious groups. Using open space technology and experienced facilitators to explore the themes of food, transport, energy efficiency, micro-generation, participation and fuel poverty.

[Produce a monthly update of Council](#)

and community-led activities and publicise widely. E.g. through the MEN Greenlife section.

Establish a Manchester Community Prize. For the best community-led actions on Climate change, as voted by the population of Manchester.

Manchester City Council could employ a climate communications consultancy to devise a set of simple explanations that use specifically “Mancunian” analogies to put across the basic science of climate change, and the global and local implications.

## **6.4 - Food**

Manchester should strive to become the UK’s first Organic city, using realistic but ambitious year on year targets for the proportion of the food consumed in the city from organic cultivation.

The Council institutes “meat-free Monday” in all its facilities, and encourages its partner organisations to do the same.

To create an inventory of all available empty plots for community groups to grow food and to create a new category of land planning designation 'for environmentally sustainable community use'.

## **6.5 – International**

Make a public commitment to exceed the Copenhagen agreement.

## **6.6 – Planning**

Use planning powers to ensure that housing, shops and key services are always within walking (0.5 miles) and cycling (2 miles) distance

## **6.7 – Resilience**

The Council adopts the slogan of “mitigate for 2, adapt for 4”

The Council commissions scoping work over how to create resilience in individuals, communities, systems of food and transport. The Council also takes part in a series of public debates around resilience.

The Council helps with the establishment of a centre for self-reliance that can then spread its learning, along the lines of the Institute for Local Self-Reliance ([www.ilsr.org](http://www.ilsr.org)).

## **6.8 – Transport**

The Council makes a public commitment that its members and officers will where possible, avoid flying, and take alternative transport such as the train.

Aviation: When you are in a hole, stop digging. Freeze the expansion plans for Airport City.

Introduce a city region wide Travel Behavioural Change programme – proven to have the most effective cost benefit impacts for achieving changes in transport behaviour.

Impose and enforce a 20mph blanket

speed limit city wide - 30mph on some urban dual carriageways- with only 15 mph in residential streets.

## 6.9 – Water

All City Council building and those with City council contracts to be given support to introduce grey water flushing systems – that MCC provides information and advice for all large buildings, offices and hotels etc. to support the introduction of such systems.

The Council should play whatever catalytic role it needs to in order to green Manchester's rooftops.

# 7 Community Engagement

*"It is no longer sufficient to develop passive lists to 'inform' citizens of changes in our environment.... to adapt effectively to the challenges that will come with climate change, including biodiversity loss, water stress and forced migrations of species, we need to harness the information available and will to act at the local level." - Jacqueline McGlade,  
Head of the European Environment Agency 17th February 2009*

We are delighted that the Council recognises the importance of not merely informing, but also engaging

and listening to people.

*"The task for Manchester is to bring local, grass-roots community-based collective action together with the influence, capacity and resources of organisations in government and business to seize the opportunity for the city and to create a broader coalition for action drawn from all aspects of Manchester life." - page 4, Call to Action*

However, we are concerned that the council has not yet clearly said how it will do this – it needs to put 'flesh on the bones', so to speak. It can do this by documenting just what emerges from the "Proud Of" campaign and the LDF consultation. It should produce a timely and easily readable report that outlines just what questions and suggestions people have, what answers the council has been providing and what it intends to do about the suggestions put forward.

The council can and must play a vital leadership role in helping Manchester respond to climate change.

It can do this in the following ways:

- ❖ **Getting its own house in order**
- ❖ **Being open and transparent including using traditional and 'new' media**
- ❖ **Supporting others' efforts.**
- ❖ **Encouraging new ideas**

## 7. 1 - Getting its own house in order

**We suggest the council -**

- ❖ Makes a public commitment that its members and officers will, if travelling within 300 miles, avoid flying, taking alternative transport, for example, the train. We call upon the council to publish monthly records of what air travel it pays for for its officers, members and consultants.
- ❖ Explores teleconferencing as an alternative to long-haul travel.
- ❖ Discourages the use of car travel to and from work by its employees, by creating an above-inflation charge for its car parking, that ratchets upwards. This money should be ring-fenced and used to encourage more environmentally friendly means of transport for employees.
- ❖ Institutes a “meat-free Monday” in all its facilities, and encourages its partner organisations to do the same. Meat is a major contributor to greenhouse gases. Recently, the head of the Nobel-Prize winning Intergovernmental Panel on Climate Change called for people to examine their consumption of meat. The Vegetarian Society, ([www.vegsoc.org](http://www.vegsoc.org)) based in Greater Manchester, could help here if required. The Council should also experiment with “Vegan food” days for its facilities, at least quarterly in 2009-2010, leading into monthly in 2010-11, and more frequently beyond then.

## 7.2 - Open and transparent in its dealings with the public

### We suggest the council -

Appoints a Director of Environmental Strategy as soon as possible, and make this person available for a regular monthly question and answer session with interested parties.

Publicises the work that it is already doing. The Council should use its website to give monthly progress reports on all of the Catalytic Actions it has listed in its Call to Action, and any other actions it is taking forward. The Council should give greater prominence to it- and other organisations'- climate change action in the pages of Manchester People and also ward newsletters.

Publishes all the minutes of the Environmental Strategy Performance Board (ESPB) meetings, and creates a dedicated website where the minutes, any reports that are generated by or for the Board, can be hosted for free download.

We welcome the decision to broaden the ESPB beyond Council employees and the creation of the Advisory Panel.

We suggest that the Advisory Panel has a strong remit. Any advisory panel that is to be more than a talking shop or a fig leaf must have the following powers-

- ❖ to be given timely access to all relevant documentation
- ❖ to be given the time and

authority to commission audits of the council's work

- ❖ to be allowed the time and authority to question the City Council's employees and elected members on their work and progress
- ❖ to be able to invite outside experts (from the UK) to give evidence of best practice and the implications
- ❖ to allow the public to attend meetings of this panel, and to submit questions in writing to the Board and to individual employees and members. Replies must be given within a reasonable time (e.g. 20 days, as per Freedom of Information Act)

Uses clear and simple English. The Council should send all future reports on climate change to the Plain English campaign for "vetting". The Council should publicly commit to avoiding the words on the "jargon" list recently produced by the Local Government Association. We note with dismay that the Call to Action contained 312 examples (in under 50 pages of text) of words that the LGA considers needlessly complex.

Hosts a series of monthly debates around climate change and Manchester. The model used by Manchester Climate Forum for debates on Aviation and Climate Change (November 2007), Local Government and Climate Change (April 2008) and the Transport Innovation Fund and Climate Change (July 2008) is one possible model. Debates on themes such as

food, aviation, energy, resilience, housing, engagement could take place in a central location.

There should be in each case a small panel with one representative from the private sector, one from Manchester City Council (either member or official) and one from the 'third sector'. All efforts should be made to avoid the usual depressing spectacle of a panel made up entirely of middle-aged, middle-class white males. The debates should be well facilitated, aimed at finding common ground rather than staking out intransigent positions.

These debates would give the Council the chance to explain what it has been doing, what it is doing, what it plans to do and what it can't do because of legal or financial constraints. It will also allow other actors to say what they are doing, and how they would like the Council to support their work. There should be ample time for questions – and crucially, suggestions- from the floor. These suggestions should be typed up and taken forward by the relevant people.

To support these debates, the Council should undertake to provide matching funds to help local groups stage these debates and also:

- publicise the events through their own networks
- explain within one month of the debate what action it is going to take on suggestion that arose during the debate

Uses the Sustainable Communities Act to best effect. We note with pleasure that the Council has opted in to the Sustainable Communities Act. This has a deadline is April 24th, and we would suggest that the Council create a parallel process with a further deadline of June 24th, allowing more good ideas to come forward.

Uses traditional media to best effect. A full page of the council's well-designed newspaper "Manchester People" should be given over to not just what the council is doing on climate change, but what community groups in Manchester are doing, and the contact details of these groups so people can get more involved

The Council could explore with Manchester Evening News and Channel M, BBC Northwest, Granada and other media outlets, ways to create

- ❖ more awareness about climate change and its implications for the North West
- ❖ more awareness about what the Council and AGMA is doing
- ❖ more awareness about what other actors are doing – and, crucially – how people can get involved in those activities.

Uses new/ information technology  
We note with dismay that both the Principles Document (Feb 2008) and the Call to Action (Jan 2009) are only available as pdfs. PDFs are a very 'static' form of documentation, and do not allow for easy cutting and pasting or commenting.

The Council should make a binding

commitment that all future documents that the council produces about climate change will be available in printed format (including large print), as word documents and in a blog format to allow for easy commenting.

The Council must take much greater advantage of "Web 2.0" technology, not just to 'get the message out' but also to hear what the recipients of these messages have to say and suggest.

The Council has made a good start in this process, with the "Leaders' Blog". It would be good to see other members of the Executive (especially the Environment) blogging regularly as well.

The Council should also investigate other means of communication, such as twitter and facebook and podcasting.

There are local experts who would be willing to help the Council develop social media strategies. We note that Kirklees Council has been using twitter to good effect over the past months.

There is also an "social media interest group" on "Communities of Practice" for local government practitioners ([www.communities.idea.gov.uk](http://www.communities.idea.gov.uk)) with many examples of best practice.

Video-making is currently underused. The Council could lead by example by producing videos about climate change, and also funding more 'community journalism.'

## 7.3 - Provide resources for local groups

The Council should properly fund the Environmental Network for Manchester, the Sustainable Neighbourhoods Action Group (formerly SN Pool) and the Transport Action Group (formally T Pool). These valuable groups should have the security of being funded for more than a few months at a time. We call upon the Council to find money to provide these groups with three years of secure funding.

*"Considering the potential for larger-scale interventions for example through the redevelopment or reuse of under-utilised buildings to enhance the physical and social character of the area and release additional value for community uses" - page 42 of Call to Action*

The Council should create a local space for groups to meet at low cost to plan and undertake climate action. ("See also the "re-skilling" centres proposal in the "Transition" section of the Call to Real Action.) As the Local Government Association has recently suggested "Shops that are currently standing empty could be used as training centres, libraries, bring-and-buy sales or youth clubs."

## 7.4 - Encourage new ideas

Manchester will be one of the largest cities to embark on the Transition process and if it is to be truly

successful it needs to work with and alongside Manchester City Council.

The Council can support us in our aims by helping to facilitate the transition process, to listen, to provide advice, contacts, funds, meeting space and most importantly to ensure that bureaucracy does not get in the way of grass roots initiatives. TCM can help MCC by helping to source expertise, share ideas and gather support for common goals.

If the council takes part in the monthly debates (see above) and uses "Web 2.0" technology effectively, it will have many good ideas to choose from.

In addition to the Manchester Prize (Catalytic Action number 7) the Council should create a prize for the best short (less than 10 minutes) video about Manchester and Climate Change and what people are doing/should do about it. That should start immediately, and be awarded in November. There should be categories for under 18, over 18, individuals and groups. Winning entries and others of merit should be showcased on Council's website and on other spaces.

In addition, the Council should enable that 30 second videos, made by local people, and designed to be shown without sound, are shown on the giant Screen in Piccadilly Gardens

The Council should create an annual essay contest for anyone living, working or studying in Manchester, to

answer in less than 1000 words “What is the best way for Mancunians to respond to climate change.”

## 8

### Conclusion

The Call to Action concludes with the following sentence

*“The City Council will now seek to work with people from all walks of Manchester life to ensure that the proposals set out in this document- and other good ones that will merge as that work begins- are implemented, and thus to ensure that this Call to Action achieves the response to which it aspires.” page 50*

We call upon the Council to:

- Meet with the authors of Call to Real Action before the Environmental Strategy Performance Board meeting on Friday April 24th, and respond in writing to the points raised by this document and that meeting by May 25th.
- Explain how it will move beyond mere 'engagement' of the people of Manchester towards involving them actively, listening and learning and wherever possible implementing their ideas on the way to creating, with them, a Climate Change Action plan to be released BEFORE the December UNFCCC climate negotiations in Copenhagen.

Thank You.