

Climate Change and Ecology Policy and Accountability Committee

Agenda

Tuesday 19 November 2024 at 7.00 pm

145 King Street (Ground Floor), Hammersmith, W6 9XY

Watch the meeting live:

<https://www.youtube.com/hammersmithandfulham>

MEMBERSHIP

Administration	Opposition
Councillor Nicole Trehay (Chair) Councillor Ross Melton Councillor Laura Janes Councillor Stala Antoniadou	Councillor Jose Afonso

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Note: This meeting is open to members of the public. A loop system for hearing impairment is provided, along with disabled access to the building.

Date Issued: 07 November 2024

Climate Change and Ecology Policy and Accountability Committee

Agenda

19 November 2024

<u>Item</u>		<u>Pages</u>
1. APOLOGIES FOR ABSENCE		
2. DECLARATIONS OF INTEREST	<p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
3. MINUTES	<p>To approve the minutes of the previous meeting and note any outstanding actions.</p>	4 - 9
4. CIRCULAR ECONOMY AND SUSTAINABLE PROCUREMENT.	<p>This is a covering report for a presentation on H&F's progress highlighting key achievements and opportunities to deliver circular economy principles and sustainable procurement.</p>	10 - 49
5. H&F GREEN INVESTMENT UPDATE	<p>This report provides a update of the launch of the new H&F Green Investment: an innovative community investment scheme primarily aimed at engaging local residents and businesses in H&F's climate change objectives.</p>	50 - 55
6. WORK PROGRAMME	<p>For the Committee to suggest items for the work programme.</p>	

7. DATES OF FUTURE MEETINGS

To note the following dates of future meetings:

- 28th January 2025
- 7th May 2025

Agenda Item 3

London Borough of Hammersmith & Fulham

Climate Change and Ecology Policy and Accountability Committee Minutes



Tuesday 23 April 2024

PRESENT

Committee members: Councillors Nicole Trehy (Chair), Stala Antoniadou, and Jose Afonso

Other Councillors: Councillors Wesley Harcourt (Cabinet Member for Climate Change and Ecology)

Officers:

Bram Kainth (Strategic Director of Environment)
Hinesh Mehta (Assistant Director Climate Change)
Phoebe Shaw Stewart (Ecology Lead, Climate Change and Transport)
Georgia Turner (Senior Engineer Healthy Streets)
Jessica Bastock (Service Manager Healthy Streets)
Mark Raisbeck (Director of Public Realm)
Amrita White (Committee Coordinator)

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Ross Melton & Laura Janes

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. MINUTES

RESOLVED:

That the minutes of the meeting held on 6th February 2024 were agreed as an accurate record.

4. FLOOD RISK AND ADAPTING TO CLIMATE CHANGE

Jessica Bastock (Service Manager Healthy Streets) and Phoebe Shaw Stewart (Ecology Lead, Climate Change and Transport) provided a presentation on flood risk and greening the grey. They showed slides which covered the following key aspects:

Flood Risk

- The Council had a duty to manage surface water, groundwater, and ordinary water courses.
- Fluvial/tidal and surface water flood risk within the borough
- The projects and plans in place to help manage flood risk.
- The flood risk action plan, which included actions such as statutory duties, collaboration, communication, maintenance, and emergency planning.
- Guidance in place, including updating the website to make this more interactive for users.

Greening the grey

- The aim was to reduce and adapt grey infrastructure and increase green infrastructure within the borough.
- The benefits of green infrastructure included cleaner air, reduction in flood risk, create cool spaces and adapt to the effects of changing climate.
- Green verges, contributed to creating ecological corridors and permeable surfaces.
- Green Sustainable urban Drainage System (SuDS) features were used across the borough and provided benefits such as tackling surface water flooding and improving biodiversity.
- Benefits of green roofs, trees, and tree pits (tree strategy in final stages)
- Resident involvement to encourage more greening on private land (free tree/bulb/seed giveaways)

Georgia Turner (Senior Engineer Healthy Streets) gave an overview of the current programme of works to be delivered in 2024/25. These were planned for Westville Road, King Street, Addison Gardens, Edith Road, New Kings Road, Marinefield Road, Grove Mews and Blythe Road. This would increase the amount of green infrastructure and in most cases, include SuDS features such as rain gardens and engineered tree pits on the public highway. As the year progressed this list may include further projects. Of these schemes two schemes would involve working with local schools. These were Greenside Primary School and Langford Primary School.

The Chair thanked officers for their presentations and requested additional clarification regarding the implementation of SuDS. In response Jessica Bastock explained that the objective of SuDS was to mimic natural drainage systems to manage rainwater. SuDS aimed to reduce surface water flooding and improve water quality. This would be achieved by lowering flow rates and increasing water storage capacity. With regards to hard surfaces, options being explored were block paving where water would drain between the blocks into the ground or permeable paving surfaces.

The Chair enquired about the extent of the Council's influence in ensuring that new developments implement a strategy for SuDS but also carry out necessary works. Jessica Bastock noted that the Council had significant influence on this process,

especially during the initial stages of development. She highlighted that there were ample opportunities within development sites and mentioned that as part of the Council's existing policy, drainage plans were reviewed to ensure they met the greenfield runoff rate. This would be achieved by reducing the flow of water to the sewage system and through the implementation of SuDS.

The Chair followed up with a question regarding the green investment fund and whether it would be utilised to fund schemes for SuDS across the borough. In response Georgia Turner noted that some of the schemes within this financial year were being funded by the green investment fund. Officers initially put together a bid to ensure that the schemes met the criteria of the fund. The schemes that had been secured were Westville Road, Edith Road (budget of £200k), Marinefield Road (budget of £70k) and Blythe Road (budget of £100k)

Councillor Jose Afonso enquired about the long-term maintenance plans for the newly implemented green verges along New Kings Road. In response Jessica Bastock explained that wildflower turf offered easier maintenance compared to traditional grass verges. It required only two cuts annually, allowing the remaining time for blossoming.

Councillor Jose Afonso asked a follow up question, enquiring about the quantity of council houses equipped with green roofs. Phoebe Shaw Stewart explained that currently there were not many council houses with green roofs due to the design of the traditional council buildings. however, officers were exploring options for retrofitting green roofs throughout the borough. In the construction of new council houses, incorporating green roofs was being considered from the outset during the design phase.

Councillor Jose Afonso asked how widely the scheme for free tree/bulb/seed giveaways had been promoted. Phoebe Shaw Stewart noted that this had been promoted through all of the Council's channels and groups, including the climate connect newsletter. Tree giveaways would be scheduled during the winter months, while seed giveaways would be organised during the spring and summer months at local climate change events.

Councillor Stala Antoniades, relating to the greening of Bishops Park, enquired about the disposal method for the dug-up concrete. Phoebe Shaw Stewart explained that within the procurement process, consideration would be given to the full lifecycle of the materials being excavated, whenever feasible these materials would be recycled and repurposed on site to minimise waste.

Councillor Stala Antoniades enquired about any incentives available for residents with private gardens to encourage the removal of concrete or de-paving of their gardens. Jessica Bastock noted that while there were currently no incentives in place, officers were exploring de-paving projects to facilitate residents. This support might include assistance with waste removal or providing small skips to aid the process.

Councillor Stala Antoniades, followed up with a question, asking if there was any biodiversity advice available for residents interested in implementing green roofs. In response Phoebe Stewart noted that residents could access biodiversity advice by contacting the council directly. She also offered to share additional resources with the Committee after the meeting.

ACTION: Phoebe Shaw Stewart

A resident raised several questions: Firstly, regarding the maintenance cost of green verges in the long term. Secondly, whether allergies were being considered with the implementation of grass surfaces. Thirdly if there would be additional collection services during the autumn months due to the extra trees planted. Lastly, expressing concerns about the location of the SuDS and whether they would occupy parking space on the roads. In response Phoebe Shaw Stewart noted that the green verges would be cut twice a year, and the cost of maintenance for these was included in the current contract. Relating to the allergies, these were taken into consideration, although complete eradication was challenging. Additional feedback would be provided by the air quality team on how this issue was being managed.

ACTION: Phoebe Stewart

Jessica Bastock noted that the waste collection team already had extra collections scheduled for the autumn/winter months, which were also included as part of their contract. Georgia Turner highlighted that a comprehensive consultation would take place with affected residents and businesses to minimise any parking disruptions related to the location of the SuDS. Additionally concerning the Addison Gardens scheme, the concept design aimed to avoid removing any parking spaces.

The Chair requested additional clarification on the purpose of the fences in Wormholt Ward, used to protect green spaces. Phoebe Shaw Stewart clarified that most of the fences in the parks were temporary and intended to facilitate the establishment of plantings. The only permanent fences would be those for dog areas or play areas. Mark Raisbeck (Director of Public Realm) requested additional information on the location of the fences so officers could assess them, emphasising that if the fences were no longer necessary, they should be removed. Additionally, all cost implications also needed to be considered.

ACTION: Mark Raisbeck

Councillor Wesley Harcourt (Cabinet Member for Climate Change and Ecology) noted that the Climate Change Supplementary Planning document which offered guidance, covered many aspects of the discussions held during the meeting. He highlighted that a new requirement for biodiversity net gain had come into place for new developments. He also pointed out some good work of green roofs in the Queen Caroline Estate. Furthermore, relating to allergies it was noted that silver birch trees had been banned due to the potential risk they posed to asthma sufferers.

A resident made several points regarding the schemes in place throughout the borough. She expressed concerns about the maintenance of these sites, questioning what measures were in place to address this. She also asked further clarification to

be provided on the Westville Road Scheme. Georgia Turner explained that the Westville Road scheme was still undergoing completion. The allocated £200k was designated for a redesign of the pedestrianised space. The next step involved conducting a consultation with the community. Jessica Bastock addressed the longer-term maintenance plan for the schemes, acknowledging that maintaining public plantings posed challenges, particularly across seasons. However the Council had a maintenance contractor in place, and many schemes were additionally supported by community maintenance efforts. Contractors would also receive training to upkeep the high-end sites effectively.

In response to a question asked by the Chair, Mark Raisbeck confirmed that Idverde received regular training, highlighting their expertise as one of the largest grounds maintenance contractors. He emphasised the significance of maintenance and noted that the Council was collaborating with Idverde to improve this area.

A resident expressed his support with the Council's ongoing initiatives and proposed an innovative idea to integrate green roofs into bicycle hangers, additionally he urged for greater attention to be given to enhance the greenery on Hammersmith Bridge.

ACTION: Jessica Bastock

The Chair requested additional clarification on the process for engaging with residents in receiving their ideas for enhancing spaces within the borough in the future. Mark Raisbeck noted that the Council was keen to receive recommendations from residents, highlighting their importance in shaping future opportunities. He mentioned that residents' requests would be key in this process and that an email contact point would be provided. Additionally, officers would explore options to refresh the website for easier access and engagement.

ACTION: Jessica Bastock

A resident raised concerns regarding the condition of play spaces within the borough and enquired about the potential for improvements for these playgrounds. In response Mark Raisbeck acknowledged that not all playgrounds meet the Council's desired standards and that officers were actively investigating ways to improve them within the scope of the investment plan.

The Chair thanked officers for their presentation and provided a brief summary of the key points discussed. She requested that the rain leaflet be made accessible via a link, the disabled community be consulted during the design phases of these schemes and an email contact be provided to enhance public engagement.

RESOLVED:

That the Committee noted and commented on the paper and presentation.

5. DATES OF FUTURE MEETINGS

To note the dates of future meetings:

- 25th June 2024

- 19th November 2024
- 28th January 2025
- 22nd April 2025

The Chair noted that the next PAC would take place at the beginning of London Climate Action week so presentations would include; What's on in H&F - [Home - London Climate Action Week](#), a roundup of the Climate Team's actions over the last year and a report on the groundbreaking H&F Green Investment Scheme.

Meeting started: 7:00pm
Meeting ended: 8:30pm

Chair

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Agenda Item 4

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: Climate Change and Ecology Policy and Accountability Committee

Date: 19/11/2024

Subject: Circular economy and sustainable procurement.

Report author: Laura Humphreys, Circular Economy Lead

Responsible Director: Bram Kainth, Strategic Director of Environment

SUMMARY

This is a covering report for a presentation on H&F’s progress highlighting key achievements and opportunities to deliver circular economy principles and sustainable procurement.

RECOMMENDATIONS

1. For the Committee to note and comment on the presentation.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Corporate Plan and the H&F Values
Doing things with local residents, not to them	There are many co-benefits of a circular economy such as supporting residents with the cost-of-living crisis through healthier and affordable lifestyles that reduce consumption and strengthen community ties as well as supporting local people by promoting green skills and jobs in repair and resource management which stimulates innovation and creates employment.
Rising to the challenge of the climate and ecological emergency	While the most significant sources of emissions per person in H&F remain from heating and powering homes (2.7 tonnes CO2e) and transport use (3 tonnes), the things we buy and use as organisations and individuals, including food (0.9 tonnes), recreational equipment such as phones and

	computers (0.3 tonnes), home furnishings (0.3 tonnes), and clothing (0.2 tonnes), are some of the many products that add to this total.
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Background Papers Used in Preparing This Report

None.

DETAILED ANALYSIS

1. The committee is invited to discuss and comment on the progress to-date in delivering circular economy initiatives through projects, procurement and processes across the Council.

Circular economy and sustainable procurement

2. The 'circular economy' refers to a range of approaches to move away from an unsustainable model of consumption in society in which materials are extracted, used, and then wasted. Circular economy approaches aim to keep materials in use including through improved product design, repair, reuse, sharing and recycling, to reduce our reliance on extraction of new materials.
3. Hammersmith & Fulham Council has been delivering a number of policy and project initiatives to scale-up what we are already delivering to create conditions for low-carbon living in the borough and improve the way we lead our own procurement, purchasing and resource use.
4. Hammersmith & Fulham Council will be joined by Western Riverside Waste Authority (WRWA) and ReLondon. These organisations are strategic service and project delivery partners that support the Council's commitment to reduce waste and improve circularity.
5. Our action plans embed circular economy principles across the borough and Council such as sharing, reuse and repair. The accompanying presentation outlines this in more detail.

LIST OF APPENDICES

1. 'H&F circular economy and sustainable procurement' (PowerPoint presentation)

Circular Economy & Sustainable Procurement



Under business as usual, meeting England's housing targets of 300,000 new homes a year will consume 104% of our carbon budget.

The new government plans to build 1.5 million homes in the next 4 years.

A circular economy can help us meet our carbon budget.

What's on the agenda?

- Context within the climate emergency
- Approach and focus areas
- The Council's commitment and role
- Opportunities to lead

Circular Economy

LINEAR
ECONOMY



RECYCLING
ECONOMY



CIRCULAR
ECONOMY



Our 6 Rs for Circular Economy

Rethink

Reduce

Repair

Reuse

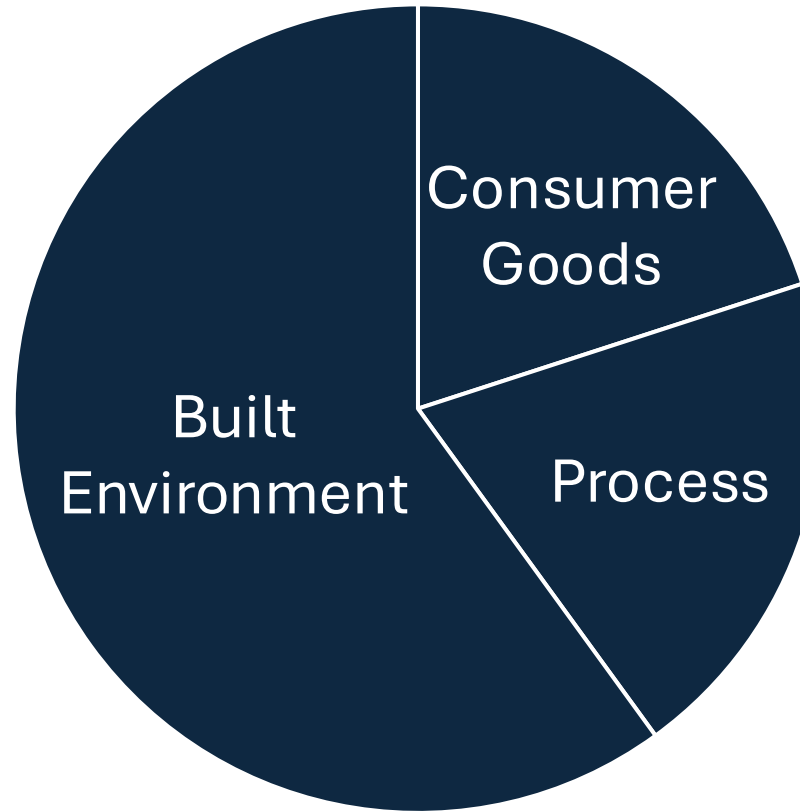
Redistribute / share

Recycle

Circular Economy

Resources and materials for buildings and infrastructure e.g

- Aggregates
- Cement
- Steel
- Insulation products
- Fixtures & fittings



Things we buy and use

- Food
- Textiles and fashion
- Plastics (packaging)
- Electricals and appliances
- Furniture

Enabling and motivating sustainable choices through policy and procurement

Our progress

Built Environment

- Embodied carbon
- Pan-London collaborative working
- H&F service delivery
 - Highways
 - Regeneration & Development



Traditional Build



Cross Laminated Timber



Consumer Goods

- Key themes
- H&F Electricals theme lead

FOOD



- Nourish Hub
- Food procurement
- Food waste service

PLASTIC



- Mudlarks projects
- Eco refill
- Drinking water refill

TEXTILES



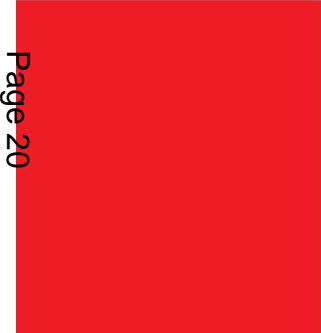
- Clothing swap events
- TR Aid collections

ELECTRICALS

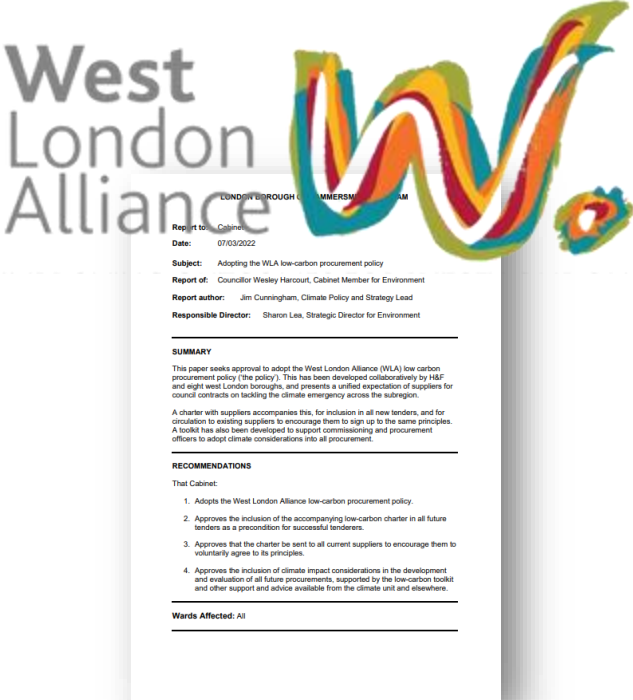


- Fixing events
- Pilot repair voucher scheme

Process

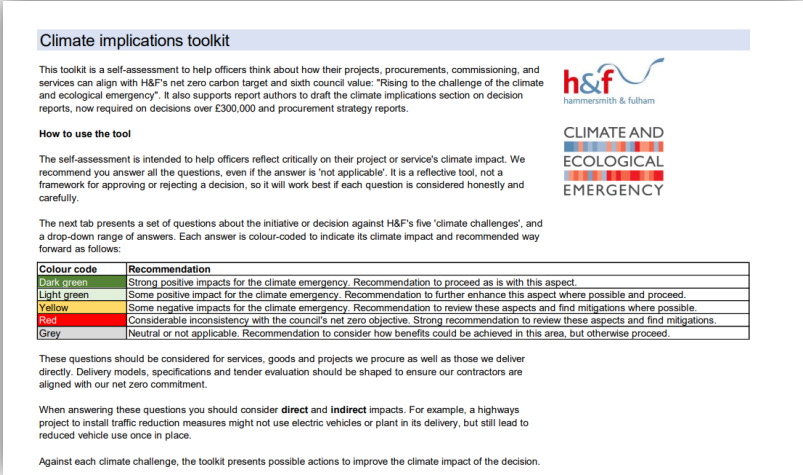


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Climate
Supplementary
Planning Document

Low-carbon
procurement policy,
charter and toolkit



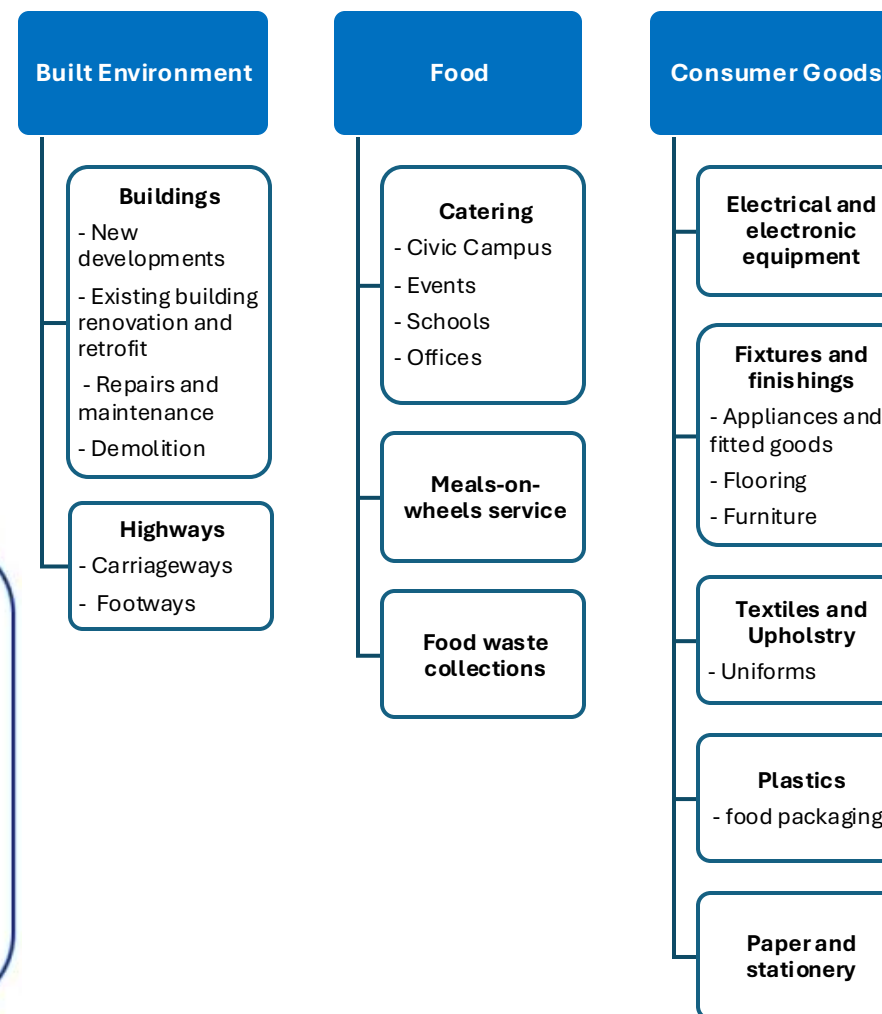
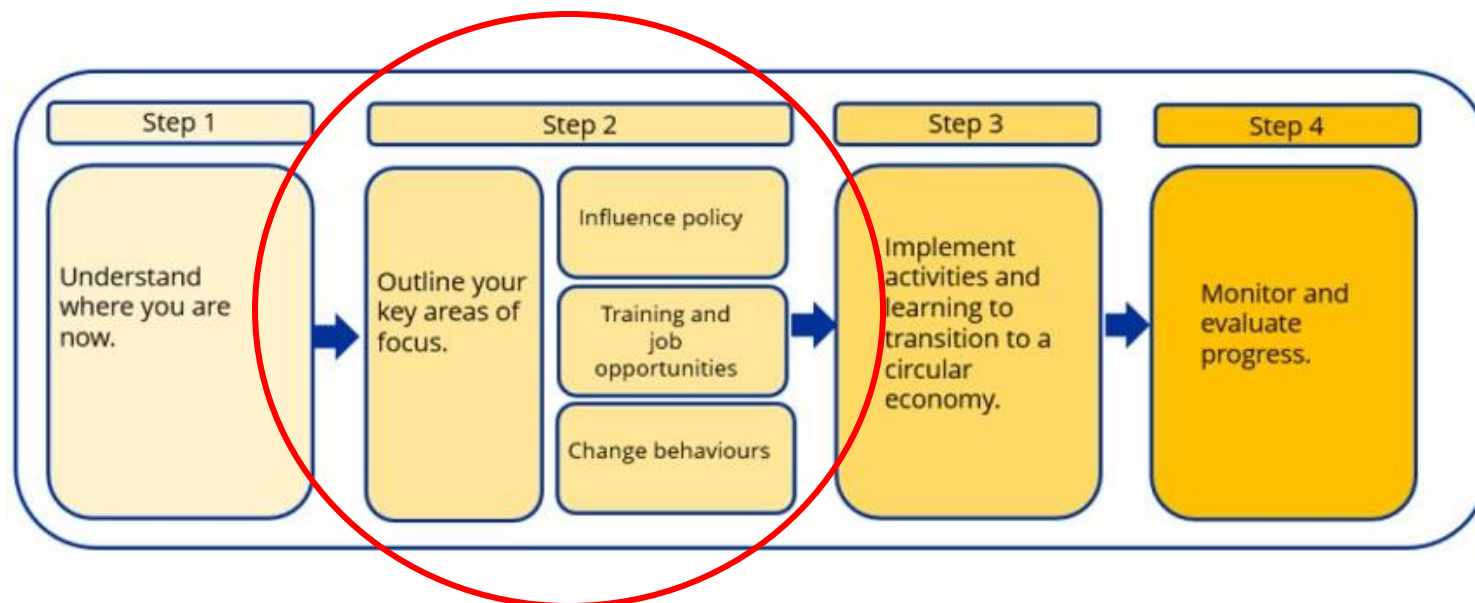
Climate implications
toolkit in decisions

Opportunities for H&F to be a leader in resource efficiency

Circular Economy Transition Plan

Chapter 2 – setting a blueprint to a circular economy model

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Carbon Management Approach for Highways

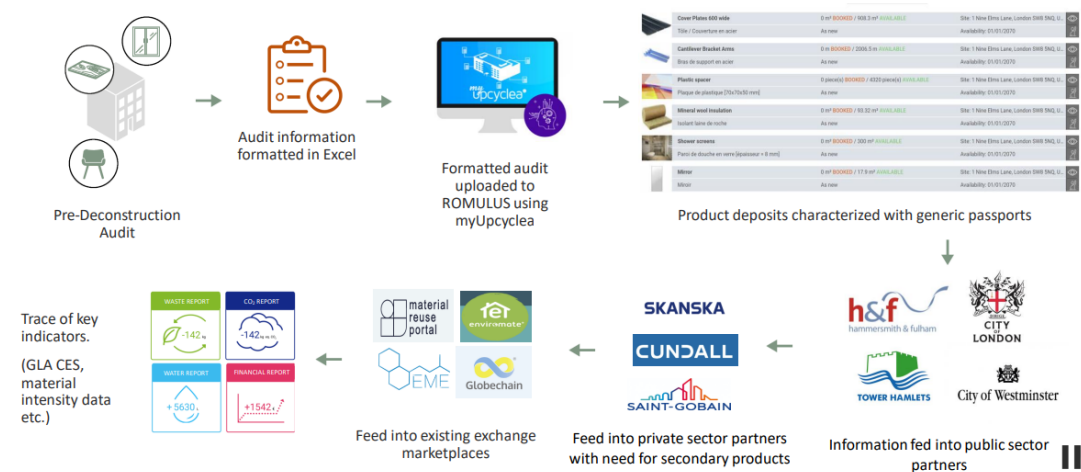
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Target materials	Short-term achievable actions	Medium-term achievable actions	Long-term achievable actions	Benchmark Target
Concrete	<ul style="list-style-type: none"> - Replace concrete with type 1 in areas not experiencing vehicle overloading. - When building new footways or carriageways, construct according to flexible pavement designs as default. 	<ul style="list-style-type: none"> - Transition to replacing Portland concrete with lower carbon concrete alternatives such as GGBS, limestone cements or flyash. - Reduce the use of York Stone to only Town Centres and <u>where</u> currently existing in Conservation Areas. 	<ul style="list-style-type: none"> - Transition to replacing Portland cement with low carbon alternatives that are not byproducts of fossil fuels. - Use concrete mixes with reduce cement content. - Replace ASP with warm mix asphalt / high recycle content asphalt in all resident areas (not including Conservation Areas and Town Centres). 	Reduce emissions by 50%
Asphalt	<ul style="list-style-type: none"> - Replace 50% of asphalt for warm mix asphalt. - Undertake informed material selection, considering life cycle analysis of asphalt surfaces to reduce re-surfacing frequency. 	<ul style="list-style-type: none"> - Replace 80% of asphalt for warm mix asphalt. - Increase the recycled content in all asphalt. 	<ul style="list-style-type: none"> - Utilise bio-binders. 	Reduce emissions by 80%

- Material flow analysis
- Key materials
- Scenario planning

Use less or low carbon materials to reach net zero.

Material Reuse Hubs



- Reused materials
- Supply and demand
- Challenges to overcome



EXCESS MATERIALS EXCHANGE

Inventory

PROJECTS

PRODUCTS

Marketplace

VIEW

Info

PRODUCTS

Search

Filter Sort By ASC

Granite tile

Granite tile extracted from flooring in 3rd floor of d...

Read More

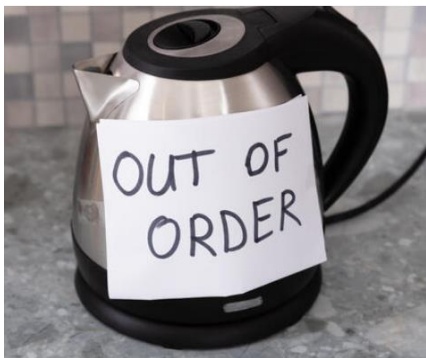
Insulation materials

Diverse insulation materials like roof insulation (1...

Read More

Repair Voucher Schemes

- Collaborate with west London boroughs
- Reduce contract-level GHG emissions
- Improve monitoring and reporting



Updated Low Carbon Procurement Policy

- Collaborate with west London boroughs
- Reduce contract-level GHG emissions.
- Improve monitoring and reporting.

1. Guarantee suppliers deliver carbon reduction commitments.
2. Embed a monitoring and reporting framework in contracts.

Advertising & Sponsorship Policy

- No existing policy for advertising or sponsorship
- Joint policy with Public Health

Prohibit advertising and sponsorship in H&F for

- Fossil-derived products and services,
- Unhealthy food
- E-cigarettes/vapes

Plastic-free Policy Refresh

- Refresh 2018 Plastic-free Policy
- Collaboration with key stakeholders



Refresh existing policy with 10 aims that have not been met into a 15-point collaborative action plan (council, community and OWL programme).

Collaborative partners

Western Riverside Waste Authority

WRWA

Waste prevention

- Communications and education programme
- 95 class visits at Smugglers Way and 2 in-school workshops
- 10 on-site Adult tours and two off-site visits

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Reuse

- The [ReWork](#) facility reuse project
- In 2023, Rework refurbished 4500 electrical items
- Staff are employed as apprentices in electrical engineering and maintenance, helping them to gain the experience and skills necessary to embark on a new career

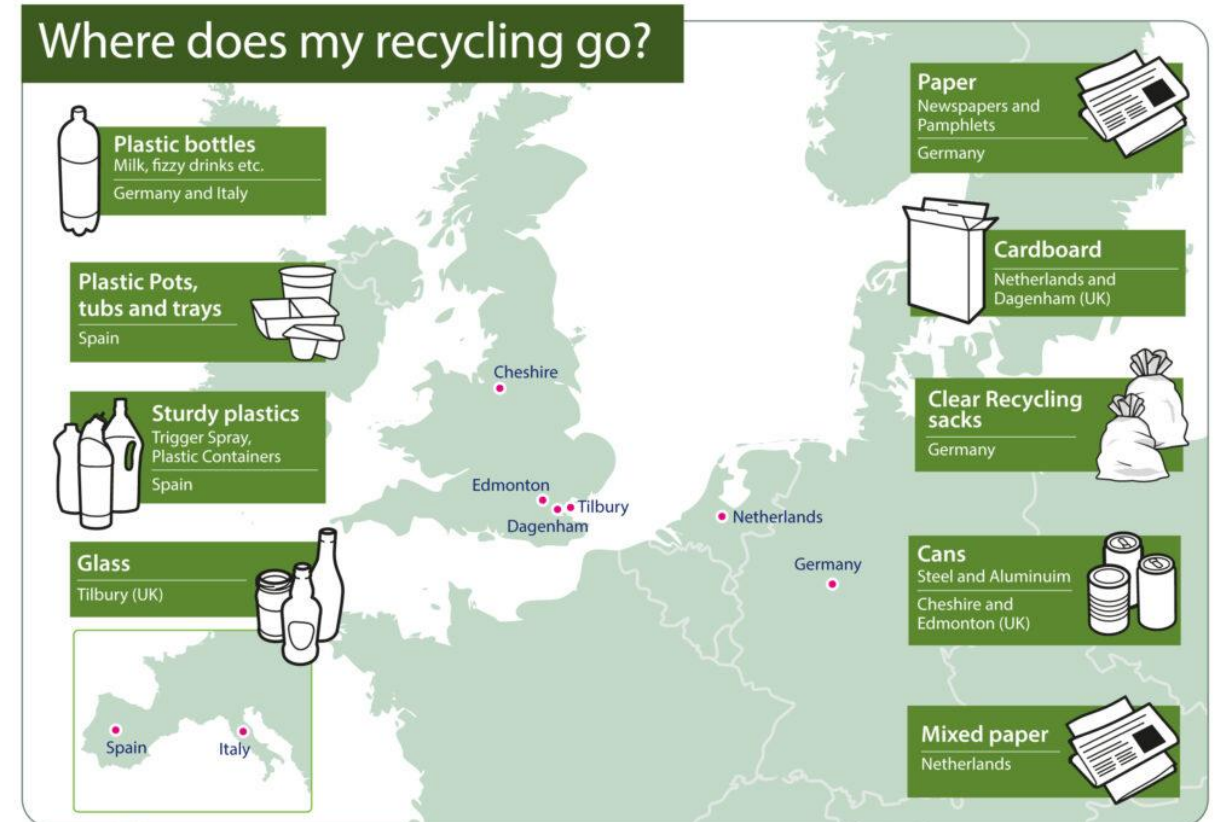


Recycling



WRWA processes co-mingled and separated recyclables at its two waste transfer stations.

- Black bag waste is transported by river to be converted into energy
- Residual ash is recycled into construction materials



What's next?



A systemic approach to implement a range of circular activities.

- Transitioning to a more circular economy
 - Collaboration and communication
 - Achieving Net Zero
 - Delivering best value and preparing for the future
-
- Circular economy specific actions include **increasing reuse and supporting skills and social value for reuse and repair, education around waste prevention and recycling** and exploring options for a **reuse hub**
 - WRWA officers support wider government interest in circular economy

Collaborative partners

ReLondon



Circular neighbourhoods

**LB Hammersmith & Fulham:
Climate & Ecology Policy and
Accountability Committee**

Tuesday 19 November



Who is ReLondon?

ReLondon is a partnership of the Mayor of London and London Boroughs to make our city a leader in the circular economy.

- **Supporting London's small and medium sized businesses** to adopt or scale circular business models through advice, grants and connections.
- **Empowering & educating Londoners** to revolutionise their relationship with stuff through campaigns.
- **Helping local authorities** rethink plans and policies to support a circular economy through advice and projects.



Heston in the Loop



Transforming relationships with stuff, contributing to wider social, economic and environmental benefits.



Helping the community to waste less and reuse, repair, share and recycle more.



Creating greater community cohesion and boosting the local economy.



The project area - Heston

Location	London Borough of Hounslow
Population	Approx 25,000
Demographics	62% Asian, 23.3% White, 6.5% Black African/Caribbean/Black British
Languages	60% English speaking, 25.9% South Asian (largely Panjabi) language speaking, 5.4% EU language speaking
Indices of Deprivation	Low to medium
Digital Use	~45% digitally excluded / disengaged
Climate Vulnerability	Medium to high (exposure to flooding/heatwaves)



C-CHANGE
WEST LONDON
TRAINING | VOLUNTEERING | WELLBEING


HESTON ACTION GROUP
Uniting to Clean & Green

THE
*Recycled
Candle*
COMPANY

**cultivate
london**
growing together

**Fat
Llama** 

 **Eco Refill**
A Pupils Profit Initiative



*City to
Sea*

traid

**REPAIR
CAFE** HESTON

london bikehub
beyond bikes

**team.
repair**

GREEN
SALON
COLLECTIVE

CIRCULAR
THREADS

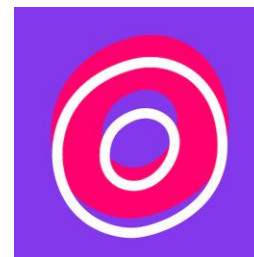
CSL

**LOVE
~~NOT~~
~~LANDFILL~~**

olio




Too Good To Go



 **A
GOOD
THING**

Project branding & communications









“We were able to grow across west London more widely as a result of the huge amount of outreach work we did for HITL. This was thanks to the great PR that ReLondon and the Borough of Hounslow were supporting for us.”

- Delivery partner

“What a brilliant initiative. Repair and recycling rather than throw away. Our toaster now has a few more years left. The service was excellent. Thank you so much!”

- Citizen feedback to repair café

“Thanks for the opportunity to get involved and it was fantastic to work alongside the council and ReLondon and our community partners on the programme.”

- Delivery partner

“Course helped increase confidence and self-esteem, improved English and communication skills, felt more active in the community.”

- Citizen feedback

“This was a flagship project for Hounslow, with wider local authority benefits. People across Hounslow knew about it, with other services reaching out for learnings, replication, partnering on future activity because of it.”

- Borough partner

Using stuff again

2,500

Number of repair event attendees

Across nearly 60 repair events inc. a monthly, repair café, sewing machine maintenance course, bike repair events, upcycled patchwork.

Approx. 500 items repaired.

Over 600 bottles refilled at schools & 11 businesses offering refill.

Growing

250

Session attendees

Horticultural sessions attracted over 250 attendees over 36 sessions, gaining new skills and increased confidence to grow their own food.

Sharing & renting

3,000

Items shared

Renting & sharing platforms:

700 unique users across six apps

More than 3,500 items listed & almost 3,000 shared (equivalent to ~£10,000).

7,000*

Kgs of carbon emissions diverted (*minimum - expected to increase)

Across the project interventions, through material diversion or recycling.

This includes food redistribution via Olio and Too Good To Go (including 3,000 meals from businesses in Heston) and the collection / recycling to difficult materials such as candles, hair, used foils.

11,584

Click throughs

To either the Heston in the Loop webpage, or a delivery partner webpage, via social media adverts.

1.8
million

20+

Local businesses engaged & involved

11 business sign ups to offer free water refills / promoting refillable coffee cups & food containers.

12 businesses redistributing **3,000 bags of surplus food** via Too Good To Go.

2 businesses signed up to A Good Thing to share unwanted items with local charities.

5 hair salons delivered circular practices via Green Salon Collective.

3,158

Conversations taken place

Held with residents, community groups and local businesses via Project Advisors - to promote the project and the interventions, with a structured engagement plan.

Impressions on Meta

There were six core comms waves across the project, together with ad hoc advertising throughout.

The project achieved excellent results via social media despite small targeted area, budget and high-levels of digital disengagement in the community.

Attitudinal & behavioural insights survey with 200+ citizens

Results demonstrate improved levels of understanding of how and why a CE lifestyle would or should be adopted.

Evidence of behaviour change and some residents making consumption choices that may not previously have been available.

1

79% of respondents were aware of **at least one of the project interventions.**

Highest awareness for shops and cafes offering refill options.

2

Significant reductions in residents citing barriers to implementing CE behaviours including

- lack of knowledge to repair

(55% to 14%)

- access to repair facilities

(27% to 15%)

3

Under how my daily activity could affect climate change

(56% to 80% agree).

Prepared to make changes to lifestyle in order to reduce environmental impact

(16% to 42% strongly agree)

4

Under how climate change could affect my daily life

(61% to 83% agree).

Coming next...

Aim

To develop a **replicable model** for a **circular food community** in London, embedding interventions that **increase residents' consumption of low carbon food** and **reduce food waste**

Outcomes

Increased consumption of affordable low-carbon foods by households

Reduced edible food waste by households

Replicable community-based solution to drive sustainable food behaviours in households



Community café & pantry

Community café in community centre; subsidised low-carbon meals, using surplus food

Community pantry in community centre; subsidised low-carbon foods, using surplus food

Cooking classes; to upskill residents in plant-based home cooking

Local business activity

Chef training for local restaurants; recipe changes & portion sizes

Hospitality business owner training; menu changes & customer choice

Surplus food redistribution; sign-up to Too Good To Go app

Healthy Start voucher scheme; increased business uptake

School activity

Menu changes to further reduce meat & service changes to improve positioning plant meals

School chef training to inform & upskill in plant-based cooking and meal service

Student education; lessons & tasting classes

Schools food procurement contract review

Comms campaign activity

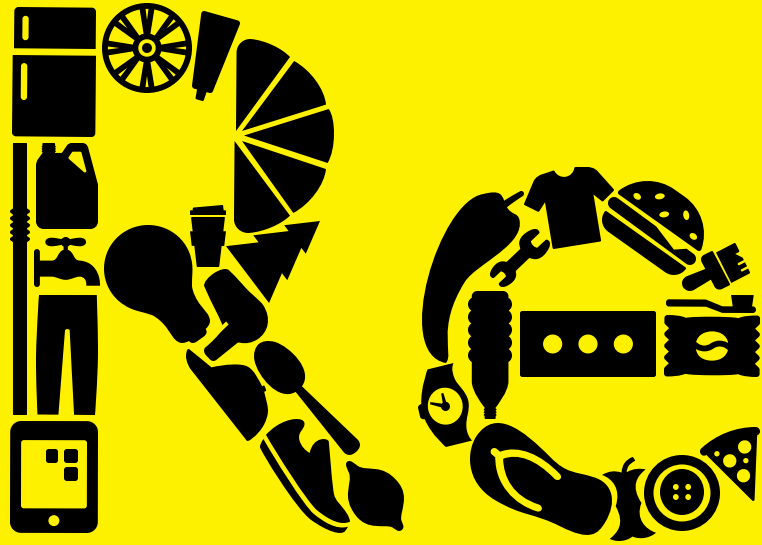
Localised Eat Like a Londoner campaign and activity promotion

Recipe tips & recipe cards for low-carbon meals

'Use up first' fridge stickers to minimize food waste

Healthy start voucher scheme citizen promotion

Surplus food redistribution; promotion of Too Good To Go app



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Thank you

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Agenda Item 5

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: Climate Change and Ecology Policy and Accountability Committee

Date: 19/11/2024

Subject: H&F Green Investment Update

Report author: Hinesh Mehta, Assistant Director Climate Change
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SUMMARY

On 6 November 2023 Cabinet approved the launch of the new H&F Green Investment: an innovative community investment scheme primarily aimed at engaging local residents and businesses in H&F's climate change objectives.

The H&F Green Investment provides:

- Residents with a low risk investment opportunity with attractive, fixed interest rates compared to high street alternatives and a chance to see the impact of their investment in their local community;
- The council with a more competitive interest rate for borrowing for climate related projects; and
- The borough with millions of pounds of investment into climate related projects, like measures to improve energy efficiency, promoting active transport, and climate change mitigation.

The Council is ambitious in its climate and ecological aims, and is therefore targeting £5m of funding in total – the largest ever green investment scheme of its kind. This funding is being sought in a phased way, across a number of tranches, in order to build and sustain effective communication, engagement and support of the Council's green agenda.

To date the Council has successfully raised £1.755m of funding from almost 1,100 investors across the first two tranches. This is the highest amount raised by any Council Green Investment to date, from a record high number of investors.

The first tranche of the H&F investment launched on 15 November 2023 and reached £1m of investment 6 days ahead of the scheduled closing date. The second tranche launched promptly after that on 26 February 2024, raising a further £755,000 in three months. Plans are now progressing to launch a third tranche of investment. This report sets out the key points from the first two tranches (including the green initiatives progressed to date), and the plans for future tranches.

RECOMMENDATIONS

1. For the Committee to note and comment on the report.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Corporate Plan and the H&F Values
Building shared prosperity	The communications campaign prioritises promotion of this investment opportunity to residents and local businesses, and offers a competitive return on investment compared to similar risk other forms of investment available on the market.
Creating a compassionate and inclusive council	These projects are all looking to create a healthier environment whilst looking to mitigate the negative effects of climate change including flooding and overheating. This investment opportunity is available to anyone, with investment starting at a very affordable £5
Doing things with local residents, not to them	The H&F Green Investment allows residents to work with the Council on achieving its climate and ecological objectives. It is widely communicated through H&F channels (website, newsletters etc). Friends' groups, residents, and other relevant stakeholders are consulted on project development.
Being ruthlessly financially efficient	This form of borrowing is at a rate below that of the Treasury Public Works Loan Board and so represents a cheaper form of external borrowing.
Taking pride in H&F	This investment will fund dramatic improvements to the look and feel of many locations throughout the borough.
Rising to the challenge of the climate and ecological emergency	The finance raised will only be invested in green initiatives, with the aim of reducing carbon and positively impacting the effects of climate change across the borough.

Background Papers Used in Preparing This Report

None

DETAILED ANALYSIS

Purpose of the H&F Green Investment

1. The Council is working towards targeting net zero carbon, which requires significant investment to achieve. A community green investment scheme is an

effective way to finance some of the required investment for a number of reasons as follows:

- a) It allows for an in depth communications campaign, providing the opportunity to engage with residents and local businesses, champion the Council's climate and ecological aims and strengthen their support in achieving these.
- b) Although this investment opportunity is available to anyone in the UK, the principal aim is to engage with residents, local community groups and local businesses (with a minimum investment of only £5), enabling local people to support green initiatives in their own borough.
- c) The Council sets the rate of interest payable to investors, which is benchmarked to be below that of the Public Works Loan Board, therefore representing a cheaper form of external borrowing for the Council.
- d) In order to attract investors, interest rates are set to be competitive relative to other financial instruments with a similarly low risk profile. As such, this provides a fixed return on investment for residents and local businesses who choose to invest.
- e) The Council has contracted with Abundance Investment Ltd (Abundance) to provide the lending platform and facilitate the community loans on behalf of the Council (the Council is not permitted to provide this regulated service directly). As well as benefitting from Abundance's specialist expertise and resources, particularly in the marketing and communications area, it also allows the Council to engage with thousands of individuals already registered on the Abundance platform.

Fundraising Performance

- 2. The first tranche of the H&F investment launched on 15 November 2023 with an interest rate of 4.85%. A total of £1m was raised by 7 February 2024, 6 days ahead of the scheduled closing date. There were a total of 864 investors - surpassing previous London borough records by 200 investors. Local engagement was significant, with 96 H&F residents signing up to the investment platform during the first tranche, 46 of whom proceeded to invest, contributing £125,000 (£13%) to the total raise. The campaign successfully attracted 67 new investors beyond the existing Abundance investor base.
- 3. H&F was the first Council to launch a second investment tranche, which launched promptly after the first tranche on 26 February 2024 with an interest rate of 4.6%. The second tranche raised a further £755,000 by the closing date of 27 May 2024, from 504 investors. Of these, 15 were local investors, contributing £54,000 (7%) to the total raise. There are no other Council second tranches to compare performance to, although the H&F second tranche had stronger investment momentum compared to second tranche raises for companies.
- 4. The total raise of £1.755m across both tranches is the highest amount raised by any Council Green Investment to date, and from a record high number of investors - almost 1,100 (281 of whom invested in both tranches). Across both tranches there were 138 local platform signups, with local investment of £179,000 (10%) from 61 H&F locals (those registered within the borough).

There was a strong rate of conversion from account sign up to actual investment when compared to Green Investment schemes in other boroughs.

Communications Campaign

5. The strong fundraising performance has been driven by a comprehensive, multi-channel communications strategy, combining traditional community engagement with digital outreach to ensure maximum awareness amongst residents and local businesses.
6. Community engagement efforts have been centred on creating multiple touchpoints within the community. H&F's Climate Engagement Team has been actively present at local community events, fostering face-to-face conversations about the investment opportunity and its benefits for both residents and the borough. These in-person interactions have been complemented by virtual webinars as part of the H&F Climate Cafe series, allowing for broader participation and detailed discussions about the investment programme.
7. The digital communications strategy has been carried out across multiple channels to reach all members of the H&F community. Regular features in H&F's weekly resident newsletter and dedicated coverage in the monthly climate newsletter have formed a central part of the organic digital outreach. This has been enhanced by targeted paid social media campaigns via Meta and professional network outreach via a paid LinkedIn campaign, specifically designed to engage local businesses and residents. To ensure reach to community members who might not be active on social media or subscribed to H&F newsletters, a strategic Google Ads campaign was implemented, broadening reach whilst maintaining a local focus. The campaign has demonstrated exceptional engagement across all channels.
8. Across both tranches, total participation reached 1,100 investors - a record high for London borough green investments - with 281 investors participating in both tranches. There was strong performance against comparable London borough raises, particularly in daily investment rates and total investor numbers. The combination of direct community engagement and digital marketing channels has proven effective in reaching both experienced green investors and those new to sustainable investment opportunities.

Use of Funds

9. Funds raised from the first two tranches have so far been invested in improving urban green spaces, helping to roll out sustainable drainage, and active travel measures, including:
 - a) Contribution to Eelbrook Common Grey to Green depaving scheme - the removal of concrete and hardstanding from an area of 1700 square metres and replacement with naturalistic meadow areas with permeable paving winding through. The meadow area is undergoing specialised management to help it establish and trees will be planted this winter.
 - b) Purcell Crescent depaving scheme - removing the old road to improve the quality and size of the greenspace, helping to tackle surface water flooding by removing impermeable surfaces. Also improving safety for

park users by removing uneven levels. The works are due to be completed over winter 2024/25.

- c) Brook Green sustainable drainage scheme – successful installation of a soakaway to help manage surface water flooding in the area.
- d) Westville Road sustainable drainage project – greening the pedestrianised area to introduce sustainable drainage and design out crime. There have been multiple co-design sessions with Greenside Primary School.
- e) Marinefield Road sustainable drainage and greening scheme - tackling surface water flooding and creating a biodiverse area near to the school entrance.
- f) Blythe Road sustainable drainage and greening scheme - depaving large areas and tree buildouts into the carriageway. This project is currently in the design stage.
- g) Edith Road sustainable drainage scheme - implementing raingardens at key locations along Edith Road to tackle the issue of surface water flooding and introduce streetscape greening to provide environmental and social benefits. This project is in the final design stages and will soon move on to consultation.
- h) Ravenscourt Park Nature Area pond restoration – including tree works and making the area more open and accessible. A steering group of local stakeholders is being created and tree work will commence this winter including hedge laying.
- i) Frank Banfield community garden – providing a new facility for residents and visitors to enjoy, supporting community engagement. The community garden has been officially opened and weekly sessions have started for the local friends group and wider community.
- j) School Greening Project - increasing greening and engagement with nature in schools. The initial focus is on five schools with the ambition to commit to a pilot programme. The project brief has been completed.
- k) School Green Vegetation barriers - implementing green vegetation barriers around school playgrounds/classrooms adjacent to high traffic roads (for schools that are included in the Schools Streets + project)
- l) Cycle Hangars – contribute to the roll out and installation of cycle parking hangars across the borough to support active travel.

Future Tranches

- 10. Future tranches of the H&F Green Investment will continue to focus on the Council's overarching ambition to raise £5m over multiple tranches for investment in green schemes. The focus will, where possible, be on schemes that are expected to deliver both carbon and cost reductions for the Council.
- 11. Preparations for a third tranche are underway and will look to replicate the successes of the first two tranches and reflect on any opportunities for improvement. For example:
 - a) introduce ways to capture potential investor interest earlier in the consideration process
 - b) place the H&F Green Investment in the broader context of H&F's other work on climate change

- c) consider replicating engagement tools used with most success in other boroughs
- d) develop a business engagement strategy to attract support from local businesses
- e) New H&F hub on the Abundance website to better promote the H&F multi-tranche offer, improve user experience and recruit new investors
- f) Allow residents to opt in for email updates from Abundance, without having to set up an Abundance account

12. The launch date for the third tranche is currently being considered.

Report end.