



**MINUTES of
STRATEGY AND RESOURCES COMMITTEE
11 NOVEMBER 2021**

PRESENT

Chairman	Councillor R H Siddall
Vice-Chairman	Councillor C Swain
Councillors	Mrs P A Channer, M F L Durham, CC, K W Jarvis, N G F Shaughnessy, W Stamp, CC, Mrs M E Thompson and Miss S White
In attendance	Councillor C Morris

362. CHAIRMAN'S NOTICES

The Chairman welcomed everyone to the meeting and went through some general housekeeping arrangements for the meeting.

Referring to recent changes to the Leadership of the Council Councillor Siddall advised that he ~~would~~^{will}¹ be resigning as Chairman of the Strategy and Resources Committee commenting on how he had enjoyed his time as Chairman of this Committee. The Chairman thanked Councillors Stamp and Nunn, who had led the Council for the past year, for their work, contribution, and the huge difference they had made to the Council and residents of the Maldon District.

363. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors R G Boyce MBE and K M H Lagan.

The Chairman asked that it be recorded that Councillor C Morris was in attendance.

364. MINUTE - 16 SEPTEMBER 2021

RESOLVED

- (i) that the Minutes of the Strategy and Resources Committee held on 16 September 2021 be received.

Minute 274 – Chairman's Notices

The Chairman referred to an announcement he had made at the last meeting regarding behaviour at the July meeting. He requested that the final sentence of the Minute relating to this be redacted. The Chairman apologised to Councillor Miss White who had been the victim of abuse as a result of this.

¹ Minute No. 423 (06/01/22)

At this point, the need for all Members to show respect, be working ethically, respecting diversity and equality was reiterated by the Chairman.

RESOLVED

- (ii) that subject to the above amendment, the Minutes of the Strategy and Resources Committee held on 16 September 2021 be approved.

365. DISCLOSURE OF INTEREST

Councillors M F L Durham and W Stamp disclosed a non-pecuniary interest as a Member of Essex County Council and any matter that come up relating to that authority.

366. PUBLIC PARTICIPATION

No requests had been received.

367. BUDGETARY CONTROL APRIL - SEPTEMBER 2021

The Committee considered the report of the Director of Resources providing information in relation to financial performance over the period 1 April to 30 September 2021. The report provided an update on a number of areas including the following:

- Gross Service Income and Expenditure;
- Top Expenditure Areas and Variance Analysis - A detailed breakdown of refuse and recycling was set out in Appendix 2 and ICT expenditure in Appendix 4.
- Top Income Areas and Variance Analysis – Refuse and recycling income was attached as Appendix 3 to the report;
- Salary Monitoring as at 30 September 2021;
- Impact on the General Fund Balance;
- Capital Projects Monitor as at 30 September 2020 (Appendix 1)

It was noted that the Council's ability to operate within its budget had been directly impacted by the Coronavirus Pandemic and continued to result in income shortfalls and expenditure overspends. Although Government Grants had mitigated some of this, they had not fully compensated the Council.

The Chairman moved the recommendation as set out in the report and this was duly seconded.

Members debated the report and in response to a question regarding refuse and recycling, the following information was provided:

- Appendix A to the report provided a breakdown in respect of waste and recycling. The additional vehicle was required due to the increase in waste during the covid pandemic and specifically related to the 20% increase in recycling. The Director of Resources confirmed that the Council had agreed to vary the contract. It was noted that the price for recycling had increased and this would be factored into the end of year outturn.

In response to a specific matter related to a green waste customer in her Ward, the Director of Service Delivery advised that he would contact Councillor Miss S White outside of the meeting.

Councillor M F L Durham commented on the professionalism of the Council's cemetery staff and work they had been continuing to undertake during recent difficult times. In response to a query he raised regarding maintenance of the cemeteries, the Director of Service Delivery advised he a review of parks staffing was currently being undertaken with Officers also looking at potential growth items and was happy to discuss growth items with Councillor Durham.

The Chairman put the recommendation which was duly agreed.

RESOLVED that the forecasted 2021 / 22 financial position at the midway point of the financial year be noted.

368. SUPPLEMENTARY ESTIMATES, VIREMENTS, PROCUREMENT EXEMPTIONS AND USE OF RESERVES: 1 SEPTEMBER 2021 - 31 OCTOBER 2021

The Committee considered the report of the Director of Resources reporting Virements and Supplementary Estimates and Procurement Exemptions agreed under delegated powers where they were below the levels requiring approval by the Committee. It was noted that there was no drawdowns from Reserves during this period.

Member's attention was drawn to two Virements, two Supplementary Estimates set out in the report, for information only.

The Chairman moved the recommendations as set out in the report and these were duly seconded.

During the debate that ensued a number of comments and questions were raised in relation to the procurement exemptions detailed and the following information provided:

- First Aid cover at Promenade Park, Maldon was to ensure that the appropriate First Aiders were present and mainly related to the Splash Park area.
- Gypsy and Traveller Accommodation Assessment Update 2021 – 2022 related to Local Development Plan (LDP) work, looking at what the Council might need in the future and where a contractor was required to undertake some assessment work. It was requested that the description refer to the LDP. In response to a question regarding the cost, the Director of Strategy, Performance and Governance advised that although he didn't have the detail, he would look into this and respond to Members outside of the meeting.

The Chairman moved the recommendations as set out in the report and these were duly agreed by assent.

RESOLVED

- (i) That the Virements as detailed in paragraph 3.2.1 of the report, be noted;
- (ii) That the Supplementary Estimates as detailed in paragraph 3.3.1 of the report be noted;
- (iii) That the Procurement Exemptions as detailed in paragraph 3.4.1 of the report, be noted.

369. 2021 / 22 HALF YEARLY TREASURY MANAGEMENT UPDATE

The Committee considered the report of the Director of Resources setting out the Council's investment activity for the first half of 2021 / 22 in accordance with the Chartered Institute of Public Finance and Accountancy (CIPFA) Treasury Management (TM) Code.

The report provided an update on the following areas and further details were set out in the related Appendices:

- An overview of the external economic environment - Appendix 1 to the report had been prepared by Arlingclose who provide treasury management consultancy and advice services to the Council.
- Investment Activity (April 2020 – September 2021), including an update in respect of Brexit and the Coronavirus.
- Performance – Budgeted income and outturn.
- Compliance with Prudential Indicators and Treasury Management Strategy (Appendix 2).
- Outlook for the remainder of 2021 / 22 provided by Arlingclose.

It was noted that only one of the Prudential Indicators had been briefly breached and a prudent approach had been taken in relation to investment activity with priority being given to security and liquidity over yield.

The Chairman put the recommendation as set out in the report. This was duly seconded and agreed by assent.

RESOLVED that the Treasury Management report be noted for compliance purposes.

370. 2022 / 23 FEES AND CHARGES POLICY

The Chairman advised that the agenda incorrectly referred to 2021 / 22 and the Fees and Charges Policy related to 2022 / 23.

The Committee considered the report of the Director of Resources seeking Members' review of the fees and charges policies that had been put forward by Officers prior to approval of the 2022 / 23 budget.

Appendix A to the report set out the current position for each fees and charges policy including any concessions being given, further financial information and comments. The report summarised proposed changes to the Fees and Charges Policy and it was noted that no new Fees and Charges policies had been added.

It was noted that the detailed schedule of Fees and Charges would be reviewed based on policy decisions and this Committee would recommend to the Council the 2022 / 23 Fees and Charges during the next cycle of meetings. The 2022 / 23 income budget would be based on the recommended policy.

The Chairman put the recommendation as set out in the report and this was duly seconded.

It was noted that the commercial service box office related to where the Council acted as ticket facilitator for events. The Director of Resources explained that Officers would

be carrying out a review of events to ensure that the charges applied for providing this service were fit for purpose.

Members were advised that the inflation figure would be included as part of the next detailed fees and charges report due to be considered by this Committee.

The Chairman then put the recommendation as set out in the report and this was duly agreed by assent.

RECOMMENDED that the Fees and Charges policies for 2022 / 23 (as set out in **APPENDIX 1** to these Minutes), be approved.

371. CLIMATE ACTION STRATEGY

The Committee considered the report of the Director of Strategy, Performance and Governance seeking Members' approval of the Climate Action Strategy (attached at Appendix 1 to the report).

The report provided background information and work undertaken to develop a Climate Action Strategy (the Strategy) since the Council had declared a Climate Emergency on 4 February 2021. Members noted that the Strategy set out a number of Climate Action aspirations for the District and five Climate Action Pledges. An Equality Impact Assessment of the Strategy was attached at Appendix 2 to the report.

Members were reminded that having a Climate Action Strategy would enable the Council to apply for funding to ensure better outcomes for the District and gain access to Climate Action tools and support both locally and national.

The Chairman moved the recommendations as set out in the report and this was duly seconded.

Councillor W Stamp referred to the work undertaken by the Strategy, Policy and Communications Manager, Director of Strategy, Performance and Governance and their team and welcomed that engagement the Council was doing which she had promoted when she was Leader of the Council. The Chairman referred to the work that Councillor Stamp had been doing with other Local Authorities to ensure the Council whilst creating its Climate Action Strategy was benefitting from lessons learnt by other Councils.

In response to a question the Director of Strategy, Performance and Governance advised that there was no budget to deliver all the aspirations set out in the Strategy, but it would be used to attract external funding and the Council was in discussions as to how to implement this.

It was noted that following approval of the Strategy a fully costed and deliverable action plan would be developed and the Council had submitted a funding bid for £125,000 over three years.

The Chairman put the recommendations which were duly agreed by assent.

RESOLVED

- (i) That the programme made in developing the Climate Action Strategy through the work of the Climate Action Member Working Group be noted;

RECOMMENDED

- (ii) That the Climate Action Strategy attached at **APPENDIX 2** to these Minutes be approved and endorsed.

372. RURAL SETTLEMENT LIST

The Committee considered the report of the Director of Resources seeking Member's approval of the Rural Settlement List for the financial year 2022 / 23 (attached at Appendix A to the report) to determine and award Rural Rate Relief to eligible businesses.

The Chairman moved the recommendation set out in the report. This was duly seconded and agreed by assent.

RESOLVED that the Rural Settlement List attached as Appendix A to the report be approved.

373. MARKETING AND COMMUNICATIONS STRATEGY PROGRESS UPDATE

The Committee considered the report of the Director of Strategy, Performance and Governance providing the first progress update on the Marketing and Communications Strategy (attached at Appendix 1 to the report) which had been approved by this Committee on 17 October 2019 and delayed due to the Coronavirus outbreak.

The report provided background on work undertaken and the following areas:

- Digital / tourism;
- Social media – Appendix 2 to the report highlighted the statistical analysis of the Council's social media channels;
- Community Engagement;
- Filming;
- Internal Communications;
- Campaigns.

The Director of Strategy, Performance and Governance presented the report and commended the work of the team, both in terms of the quality and volume of output they had provided.

The Chairman moved the recommendations as set out in the report and these were duly seconded.

Following a comment raised in respect of the Council providing a front facing customer service and its visibility to residents, Members were advised that a review of statistical data and was being carried out to assist with updating the Customer Strategy. The Group Manager - Customers provided Members with some further statistical information and reassurance of the service being delivered by the Council.

The Chairman put the recommendations which were duly agreed by assent.

RESOLVED

- (i) That the amount of work carried out by the team to communicate Covid-19 guidance be acknowledged along with the impact it had had on the team's ability to deliver any face-to-face engagement and tourism specific activities;
- (ii) That the direction of travel of the Marketing and Communications Strategy, be supported acknowledging that where possible the team have delivered communications activities and that this is continuously being monitored as the pandemic guidelines and potential winter impacts evolve

374. EXCLUSION OF THE PUBLIC AND PRESS

RESOLVED that under Section 100A (4) of the Local Government Act 1972 the public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Act, and that this satisfies the public interest test.

375. LAND PURCHASE / DEVELOPMENT PROJECTS: PROJECT APPROACH AND GOVERNANCE PROPOSAL

The Committee considered the report of the Director of Resources seeking Members' approval to commence with appointing the external project resources required by the Land Purchase / Development Projects. The report also sought approval to drawdown from commuted sums in order to deliver Phase 1 of the project.

The report provided background information following the Council's agreement to pursue the opportunity to purchase land for the purposes of building affordable housings in the District. It was noted that the project would be delivered in three phases and these were set out in the report.

The Chairman moved the recommendation as set out in the report. This was duly seconded and agreed by assent.

The Committee expressed its thanks to the Commercial Manager for his work in relation to this matter.

RESOLVED that the use of £185,000 of commuted sums to obtain outline planning permission for the site (Phase 1) be approved.

There being no other items of business, the Chairman closed the meeting at 8.40 pm.

R H SIDDALL
CHAIRMAN

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Committee	Directorate	Policy Area	Current Policy	Existing Concessions	Policy 22/23	Proposed Policy for 2022/23	Proposed concessions
Strategy & Resources	Service Delivery	River Moorings	Charge for moorings (not aligned with any other clubs)	None	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	River Wharfage	Set fees to compete with alternative berthing facilities on the east coast	Quarterly charges discount daily fee by 50%. Discounts available to charitable trusts.	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Off Street Car Parking (Maldon Town)	Maximise income, but take into account the need to support local businesses. No free school drop off permits.	Disabled Badge holders - Free parking. Season Ticket discounts for Public Sector Partners and Bulk Purchases. Free parking on bank holidays in Town Centre car parks.	Retain Existing Policy	No changes	Disabled Badge holders - Free parking. Season Ticket discounts for Public Sector Partners, Residents and Bulk Purchases. Free parking on bank holidays in Town Centre car parks.
Strategy & Resources	Service Delivery	Off Street Car Parking (Outside Maldon Town)	Free entry	Not Applicable	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Car Parking/Events	Suspend car parking and introduce a set fee for specific events. Charges will be dependent on the event size and entrance fee. To be determined by the Head of Service Delivery.	None	Retain Existing Policy	No change	
Strategy & Resources	Service Delivery	Maldon Promenade - Car Parking	Aim for overall 60% cost recovery for Promenade Park - with Car Parking being the key contributor	Maldon District Residents Season Tickets at reduced price. Disabled Badge Holders	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Maldon Promenade - Splash Park	Charge for the use of the splash park to offset costs of operating the facility	None	Amend Existing Policy	Charge to as far as possible to recover all costs of operation and in line with comparable facilities	
Strategy & Resources	Service Delivery	Use of Council Land for events	All Council Land. Use of a minimum events day rate charge on council owned land determined by the scale of event size to maximise income for all events.	Charity Organisations with under 100 people in attendance receive a concession ensuring full cost recovery.	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Council owned Land (inc Prom)	Charges to be for all council owned land as well as Prom Park to maximise income	Prices to be agreed by the Director of Service Delivery in Conjunction with the Chairman of Community Services Committee.	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Maldon Promenade - Beach Huts	Charge for hire of Beach Huts. Charges based on market rates.	None	Amend Existing Policy	Charges based on competitive Market rates, and should aim as a minimum to recover all costs of operation	
Strategy & Resources	Service Delivery	Cemeteries	Charges at levels comparable to facilities provided by other local authorities	Local Residents receive discounted rates. Under 18's Free	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Green Waste Bin Service	Charge for Service	Charges in line with other authorities. Charge for Bin for new subscribers	Retain	No changes	
Strategy & Resources	Service Delivery	Chargeable Household Waste Collection	Charges made for residential homes, with limited collections from villages halls equivalent to domestic property. Charges based on cost recovery for additional collections	Free Clinical waste collection	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Chargeable Bulky Household Waste Collection	Charge subject to annual adjustment to reflect contract costs. Fee is collected by Maldon District Council (MDC) and an agreed sum paid to the contractor for each collection	None	Retain Existing Policy	No changes	

Committee	Directorate	Policy Area	Current Policy	Existing Concessions	Policy 22/23	Proposed Policy for 2022/23	Proposed concessions
Strategy & Resources	Service Delivery	Chargeable Street Cleaning	Charges set by negotiation with Officers	Charitable events and some specific commercial events are free	Amend Existing Policy	Charges based on competitive Market rates, and should aim as a minimum to recover all costs of operation.	
Strategy & Resources	Service Delivery	Maldon Promenade - Pop Up Trading	Charge for the hire of trading stalls to commercial partners on a daily basis	None	Amend Existing Policy	Charges based on competitive Market rates, and should aim as a minimum to recover all costs of operation	
Strategy & Resources	Service Delivery	Parks & Open Spaces - Advertising	Charge for advertising on Council owned assets. Charges based on market rates	None	Amend Existing Policy	charges based on competitive Market rates, and should aim as a minimum to recover all costs of operation	
Strategy & Resources	Service Delivery	Court Costs - Council Tax and Business Rates	Charges set to maximum level agreed by Essex Magistrates Courts	None	Retain Existing Policy	no change	
Strategy & Resources	Service Delivery	CCTV footage requested by individuals, insurance companies or any organisations other than the Police (subject to data protection)	Chargeable services	None	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Refuse and recycling containers for new build properties	Developers to fund the cost of provision of containers for new properties if the development is more than five properties.	None	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Parking Permits for Schools	Chargeable Services	Charges made to Schools for parking in MDC owned car parks	Retain Existing Policy	no change	
Strategy & Resources	Service Delivery	Road Closures	To reclaim costs plus statutory administration charge.	None	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Promenade Park Concessions	To Charge for concessions on the Prom. Prices set on negotiation with the Director of Service Delivery.	None	Retain Existing Policy	No changes	
Strategy & Resources	Service Delivery	Grounds Maintenance Contracts	Charges for contracts based on competitive market rates ensuring full cost recovery.	None	Retain	No Change	
Strategy & Resources	Service Delivery	Commercial team – Commercial Services - Box Office	Box office services commission rate set by officers – Standard 10% commission for all events. Concession Director of Service Delivery in conjunction with the Chairman of Community Services Committee be granted discretion to vary this rate to support the corporate goals of the Council.	None	Retain Existing Policy	Box office services commission rate a minimum of 10% commission for all events. Concession Director of Service Delivery in conjunction with the Chairman of Strategy & Resources Committee be granted discretion to vary this rate to support the corporate goals of the Council.	
Strategy & Resources	Service Delivery	Commercial team – Commercial Services - Marketing	Commercial team to charge a competitive hourly rate for its marketing and promotional services ensuring full cost recovery	None	Retain Existing Policy	No change	
Strategy & Resources	Service Delivery	Commercial team – Commercial Services - Sponsorship	Commercial Team to seek funding and sponsorship from partners and other organisations for which the Team provides a service, such as transport providers - Charges set by negotiation with the Director of Service Delivery and in-line with agreed criteria.	None	Amend Existing Policy	charges based on competitive Market rates, and should aim as a minimum to recover all costs of operation	

Committee	Directorate	Policy Area	Current Policy	Existing Concessions	Policy 22/23	Proposed Policy for 2022/23	Proposed concessions
Strategy & Resources	Service Delivery	Land Charges	Self Financing Service subject to regulations	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Public Hire Vehicle & Hackney Carriage Licensing	Self financing service	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Building Control - Chargeable Services	Self financing service (by regulation) Break even over a five year period	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Development Control and Conservation - Pre Application Advice	Charge for advice	Not Applicable	Retain Existing Policy		
Strategy & Resources	Service Delivery	Development Control - Planning Performance Agreements (PPA)	Charge based on generic officer cost rates to complete the tasks in the PPA.	Not Applicable	Retain Existing Policy		
Strategy & Resources	Service Delivery	Planning Fees (Development control fees)	No Policy - no powers at present	Not Applicable	Retain Existing Policy		
Strategy & Resources	Service Delivery	Licensing Act 2003	Set fees in line with the costs incurred in providing the service	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Gambling Act 2005	Set fees in line with the costs incurred in providing the service	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Scrap Metal Dealers Act 2013	Recover reasonable costs of administration in accordance with statutory guidance	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Pest Control	Set charges to be competitive with other service providers	None	Amend Existing Policy	Charges should aim as a minimum to recover all costs of operation	
Strategy & Resources	Service Delivery	Animal Licensing	Set fees in line with the costs incurred in providing the service	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Mobile Homes Act 2013	Set fees in line with the costs incurred in providing the service	Exempt those sites that have 8 or less units (Band 1)	Retain Existing Policy		
Strategy & Resources	Service Delivery	Pre Application for Tree Preservation Order advise	Charge for advice previous a free service. Charge to be based full recovery of Officer time	Not Applicable	Retain Existing Policy		
Strategy & Resources	Service Delivery	Street Naming and numbering	Charges to developers and property owners based on cost recovery	Not Applicable	Retain Existing Policy		
Strategy & Resources	Service Delivery	Revisit to rescore food hygiene ratings	Set fees in line with the costs incurred in providing the service. New legislation is expected but it is not clear if fees will be set nationally or locally	Not Applicable	Retain Existing Policy		
Strategy & Resources	Resources	External Printing	To be charged per copy.	Not Applicable	Retain Existing Policy		
Strategy & Resources	Resources	Administration of Parish Elections & Neighbourhood Referendums	Levy an administration charge based on recovery of Officer time	Not Applicable	Retain Existing Policy		
Strategy & Resources	Service Delivery	Markets	As per Tendered Price and to encourage development of the market.	None	Amend Existing Policy	charges based on competitive Market rates, and should aim as a minimum to recover all costs of operation	
Strategy & Resources	SPG	RAMS	To charge for mitigation to the harm caused by additional residential accommodation RAMS (Regional Avoidance & Mitigation Strategy)	None	Amend Existing Policy	To charge a monitoring fee alongside all Essex Coastal Recreational Avoidance Mitigation Strategy (RAMS) payments	
Strategy & Resources	SPG	S106	To charge a monitoring fee based on individual cases	None	Retain Existing Policy		
Strategy & Resources	Service Delivery	Hythe Quay Parking	None	To charge for parking on hythe Quay	Retain Existing Policy		

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Taking climate action for our future home and generations.
Maldon District Council's Climate Action Strategy 2021-2030.

Foreword

Maldon District Council declared a Climate Emergency at the February Council meeting earlier this year, this is alongside the 75% of local authorities who have also declared a climate emergency.

Since this motion at Full Council, we have been busy preparing how to approach Climate Action, setting out the Council's aspirations, identifying a core set of pledges and focusing on how we plan to engage with residents of all ages, with businesses and local community groups to help understand perceptions of climate change and to change behaviours.

It is easy to think that climate change is happening somewhere else in the world. However, we now experience regular episodes of extreme weather events and flooding, we breathe in poor quality air in built up areas, we are seeing a dwindling number of bees and wild flowers, and it upsets everyone to see plastics on our beautiful beaches. We think it is time to wake up and realise that we need to act quickly to protect our home and our future.



As a Local Authority, we have a vital role to play in achieving national net zero targets. The Council as an anchor organisation is uniquely placed to provide vision and leadership to local communities by raising awareness, influencing behaviour, and being a driver for local action that makes a real difference to the local environment. Through our powers and responsibilities, and by working with our strategic partners, a range of local people and communities, this strategy sets out how we will achieve this.

Cllr Wendy Stamp, Leader of Maldon District Council

Introduction

At a county level and national level, there are a number of important climate and energy programmes and initiatives underway to help achieve a collective approach.

Essex County Council's [Climate Action Commission](#) is already underway and makes a clear statement that *'Climate action simply cannot wait – it is the responsibility of every organisation and resident in Essex to do our part to help ensure the County has a bright and green future. Essex County Council is committed to taking action on climate change - to lead the way and inspire other authorities to follow'*.

Nationally, Government has set out its net zero target by 2050, this is set out in law through the [Climate Change Act 2008](#). The Climate Change Act 2008 will set out policy change through the [Sixth Carbon Budget](#), providing advice to ministers on the volume of greenhouse gases the UK can emit during the period 2033-2037. The Government is increasingly focusing policy on public health improvement by tackling the range of factors that can contribute to ill-health. The potential risks posed by climate change are driving policy makers to consider, and reduce environmental impacts, with a strong focus on reducing unhealthy emissions and improving energy efficiency by 2050. With the additional focus on the recovery from the Covid-19 health pandemic, government has set out to create a greener and more resilient UK economy and has allocated a £160bn package for Low-Carbon initiatives.

To achieve government targets, we must ensure we play our part at a District level. It is vital that the Council acts at pace, setting out a Climate Action Strategy with a locally supported, evidence-based approach, and is delivered through an on the ground, localised action plan that tackles both reducing the District's contribution to climate change and adapts to the impacts of climate change.

The Council already has a number of strategy documents which support the District's environment, people's health and activity and which promote Maldon District as a great place to work, live and visit and already helps to protect and enhance the District's natural resources. Like all local authorities providing services to the public, the Council has several statutory duties to help protect and enhance the local environment. The **Our Home, Our Future - Climate Action Strategy 2021-2030** aims to build on the work the Council does and accelerate this through further action and engagement.

Our beautiful District has some stand out environmental challenges. Maldon District is bounded by 70 miles of coast line and has a number of areas around Mayland, Tollesbury and Goldhanger where sea defences are at risk of being below the acceptable level of protection, potentially causing flooding to homes and valuable agricultural land. This is a serious concern when as a ¹County flooding is set to double by 2040, impacting 75,000 homes.

The District has areas of air quality concerns due to the use of older, more polluting heavy goods vehicles. With the prospect of greater development occurring across the District

¹ Essex County Council's Climate Action Commission report 2021

combined with the rate of flooding, a rise in sea levels, increased subsidence and rising levels of pollution, the Council and people who live in the District need to act.

The Climate Action Strategy is a positive step to identify ways to reduce carbon emissions and increase climate resilience across Maldon District. This will include developing strong climate partnership links, putting our hand up to be the first in line for sustainable transport options, to finding ways to support sustainable agriculture, and encourage development that meets all [future homes standards](#), and to engage and empower our communities to make low carbon and informed choices.

Our aspirations

The Council wants to see action taken that will benefit our home and our future generations and has set out the following aspirations:

- To be a carbon neutral District by 2030 and ensure that all our strategic decisions, budgets and approaches to planning and regulatory decisions are in line with a shift to net-zero carbon by 2030;
- To improve our flood resilience and defences, to protect the land and homes in the District.
- To lead by example as a local authority and encourage local businesses, residents and parishes to make positive changes;
- To give our younger people a voice by launching the **Our Home, Our Future**, community engagement group;
- To challenge perceptions and encourage positive, long term behaviour change leading to healthier, greener lives;
- To identify and deliver economic benefits, leading to sustainable businesses, energy and environment related skills and jobs;
- Give residents, businesses and visitors the choice and opportunity to make greener, less harmful decisions;
- Reduce use of oil, natural gas and coal. Support the energy sector generating green energy to secure, low cost and low carbon energy supply.

Our approach to climate action

The Council's willingness to take action is supported by the following approach:

- Understand better the wider carbon footprints of residents and businesses caused by the energy and transport we use and the from the things we buy from around the world;
- Identify where we can influence and what we can directly control and act on to ensure we make a difference by 2030;
- To springboard action, the Council will align its pledges to the capabilities of its partners and adopt a partnership-based approach to local climate action. This approach will mobilise the energy and expertise of the private and public sector, as well as the wider community;

→ Importantly, the Council will work hard to develop a climate funding plan to evidence the plan of action, to mobilise local savings and to attract wider pools of capital to fund the implementation of the action plan;

→ Find out what residents and young people really think about climate change and give our young people a lead role in shaping their future. Understand perceptions and work with feedback and ideas to stimulate positive behaviour change, and local business and community led initiatives;

→ Continue to lobby government and industry for substantial investment. As a local authority we have a role to lobby Westminster to provide the powers and resources to make all carbon reduction targets possible. Maldon District Council is committed but it needs a fair and inclusive transition to net zero;

→ Finally, we must look outward and ensure Maldon District's Climate Annual Action Plan is aligned to [Essex County Council's Climate Action Commission](#), [Transport East](#), and links in with the Districts' and Boroughs' Climate Group, and further still listens to the insight from the [Place-Based Climate Action Network](#). We must also endorse and help to promote pilots and initiatives that the District will benefit from 'Cleaner, Greener, Healthier'.

Climate Action Pledges

The Council is going to take action to deliver the following Climate Action Pledges and will work with communities, businesses, local and national partners to take action by 2030.

To make a difference between now and 2030, we need to develop carbon reducing pathways and a yearly action plan setting out pilot schemes and initiatives to help us:

1. Kick the car habit



By 2030, the action the Council and its partners will take, will:

- Promote and increase car sharing;
- See a roll-out of electric charging points, particularly where off-street parking isn't available;
- Increase use of electric Council vehicles;
- Encourage electric vehicle take up and install more EV charging points on Council property;
- Plan positively for a reduction car use in the District's Local Development Plan;
- Update the Council's Parking Strategy;
- Require all future TAXIs and buses to be electric vehicles;
- Lobby, and partner with ECC to invest in active travel schemes and improve cycling routes;
- Promote walking along Coast Paths (Maldon to Salcott opened July 2021)
- Help to upcycle, pass on and maintain bicycles;
- Enable better park and stride options;
- Encourage walking and cycling in place of car use;
- Implement a sustainable staff travel plan;
- Reduce the dependency of cars from the District's High Streets;



- Lobby investment in the digital network and support rollout of 5G and future connectivity advancements;
- Ensure decarbonising transport does not result in social or economic disadvantage;
- Promote consumer choice through low mile menus and local produce.



2. Create less waste

By 2030, the action the Council and its partners will take, will:

- Establish a Business and Youth Engagement group to act as ambassadors, to promote new and established ways to re-use, reduce and recycle;
- Enable the group to educate and inform residents in terms of consumer choice at supermarkets, the products that produce the most emissions, or have travelled the furthest to reach the home;
- Home grown initiatives (from garden to table) and composting;
- Encourage Community up-cycling, turn waste into art and link to culture;
- Understanding the circular economy so that we can make informed choices;
- Improving the waste life cycle so that we are managing waste more sustainably;
- Reduction in waste, in particular plastic waste;
- Achievement of at least the 68% recycling by 2030 according to Climate Change Committee which advises government;
- Encourage the diversion of surplus food to foodbanks;
- [Develop Libraries of things](#) - Encourage people to give stuff away and borrow things rather than purchase more.



3. Show Nature we care



We will:

- Protect the District's Natural Capital including coastal habitats, biodiversity and natural greening;
- Deliver [Green Infrastructure Strategy 2019](#) projects;

- Continue to delivery air quality improvement via the Market Hill Air Quality Action Plan;
- Continue with town greening and greenways on redundant rail and canal connections;
- Plant more trees, and support rewilding, ²4% of the District is woodland;
- Mow the grass less frequently;
- Create more inviting, usable spaces and parklets;
- Carry out a strategic flood risk assessment as part of the Local Plan Development Review;
- Protect and care for our marine life;
- Set up Coastal Guardians and encourage clean and positive use of coast paths;
- Be a welcoming home for more insects and wildlife (Buzz stops, not just bus stops);
- Clean beaches and waterways;
- Sustainable development;
- Link exercise to waste – jogging, walking and litter picks, path clearing clubs);
- Grow the green estate, via Environment Land Management Schemes and seek benefits from this (reinvest and offset harm);
- Composting schemes and compostable waste toilets in parks;
- Identify how we actively carbon capture;
- Welcome solar farm developments;
- Support sustainable farming - promote ecological methods and local practices that are economically viable, environmentally sound and protect public health.



4. Be a Council that leads by example



We will:

- Reduce energy use in the Council estate;
- Procure services from companies who demonstrate sustainability and support net zero carbon;
- Require deliveries to come by electric vehicles and machinery;
- Implement a staff travel plan;
- Continue to be a paperless environment;
- Encourage and support staff ideas;
- Upskill and train staff in relevant areas of expertise;
- Review carbon output of current Council buildings and vehicles; produce a heat decarbonisation plan and plan for future improvements;
- Support Parish councils - help them to lead by example;
- Recover and recycle office materials where possible.



² Friends of the earth Climate Action District Data 2021

5. Develop a strong policy commitment to Climate Action

We need to:



- Respond to Environment Bill and legislation from government in support of achieving net zero targets by 2050;
- Influence positive change through the Essex Design Guide and Maldon District Design Guide;

- Ensure policy helps shape the District in ways that contribute to reductions in greenhouse gas emissions, fossil fuels, minimise vulnerability and improve resilience, and support renewable and low carbon energy and associated infrastructure;
- Ensure environmental impact is represented in all of our policies and risk assessments;
- ³Only 32% of homes in the area are well insulated and 12% of households in the area are in fuel poverty. We need to better with our local developers to develop a Zero Carbon Build Charter in line with the Future Homes Standards 2025, and find out what they are already doing to provide greener methods of build, heating, insulation and energy technology solutions;
- Ensure all Council Strategies complements and delivers Climate Action
- Raise funds for action - emission reduction and offsetting from S106 and CIL payments;
- Lobby government to change building regulations and provide greater certainty on its energy mix for net zero;
- Monitor the potential development of Bradwell-on-Sea for GW-scale, new nuclear development or other potential development and seek to maximise sustainable construction methods, mitigation for any local environmental impacts and maximise the benefits to local people and businesses, supporting job creation and supply chain opportunities. (currently not engaged with MDC, BrB states it aims to reengage in future years);
- Shape a legacy vision, should the District receive a new Nuclear Development;
- Understand future planning and development impacts; e.g. Greenfield to brownfield land use (farm land used as solar farms, change of status at the end of lease period).



³ Friends of the Earth Climate Action District Data 2021

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What we know about the District today and current behaviours

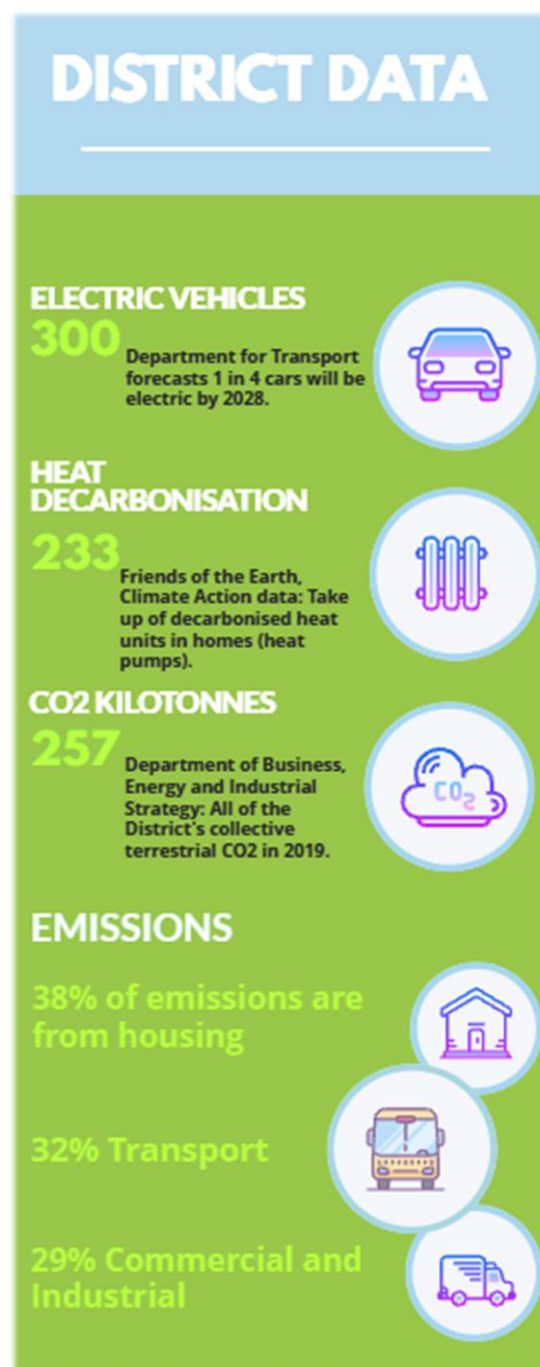
It's helpful to gather a range of data and insights that will inform the decisions we need to make and to help engage with our communities. Using data and insights we can set out to understand how much energy we use, our carbon footprint, air quality readings, traffic density, car ownership, fuel and energy consumption, flooding risks, and a gather a range of known behaviours and outputs that help provide a clear picture about the challenges we face, what our perceptions of climate change are and to inform pathways to enable us to reduce direct emissions and change behaviours by 2030.

Earlier this year a survey was conducted by Essex County Council. They spoke with 150 Maldon District residents. The results from this tells us the following:

- The men who took part in the survey tended to be more sceptical about behaviour change;
- Lower income households and families feel they will be personally impacted by climate change;
- Younger public transport users are more likely to car share and are open to new modes of transport;
- Most engaged are females, middle-aged and those who are more affluent. They are proactive and willing to take-action and change behaviours;
- ⁴284g of meat and dairy is consumed on average per person per day. Older people said they were less likely to believe that switching their diet has a significant impact on climate change.

This early insight to our work tells us that empowering people to make low carbon choices is all linked into the Levelling Up agenda and that we must ensure initiatives are subject to Equality Impact Assessments. People living in poverty feel they will be disproportionately burdened by higher fuel costs and potentially locked out of the Electric Vehicle market due to affordability. To then be charged more for parking or be forced to use expensive and

⁴ Friends of the earth Climate Action District Data 2021



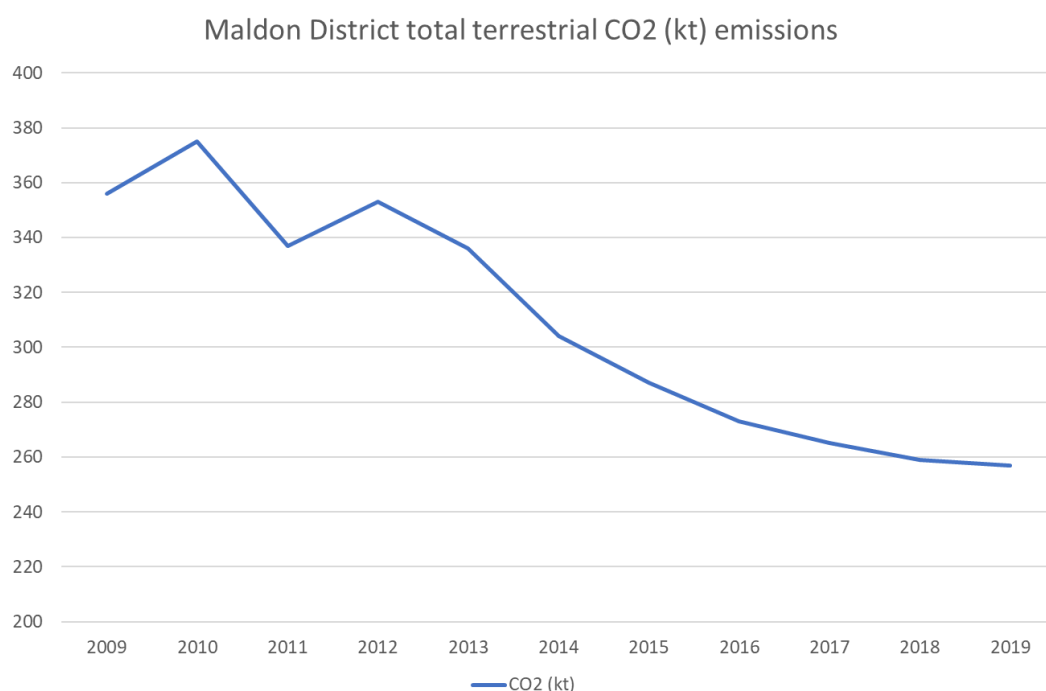
limited public transport adds to the challenges people face and will impact their quality of life.

We must be fair and practical and acknowledge that Climate Action choices will be made based on personal circumstances. Our work through **Our Home, Our Future** engagement group will listen to the concerns based on affordability and accessibility for all.

Our carbon emission data

Carbon emissions across the District are currently calculated each year by the Department for Business, Energy & Industrial Strategy (BEIS) who release local authority wide carbon emissions data (there is always a two-year lag in the publication of each year's data e.g. 2020 data will not be published until 2022).

The current CO2 emissions data shows totals of terrestrial CO2 reported in kilotonnes for the period of 2009-2019:



This tells us that CO2 terrestrial emissions are reducing year on year, and there still a long way to go.

To put things into perspective, a car puts on average a pound of CO2 in the sky for every mile driven.

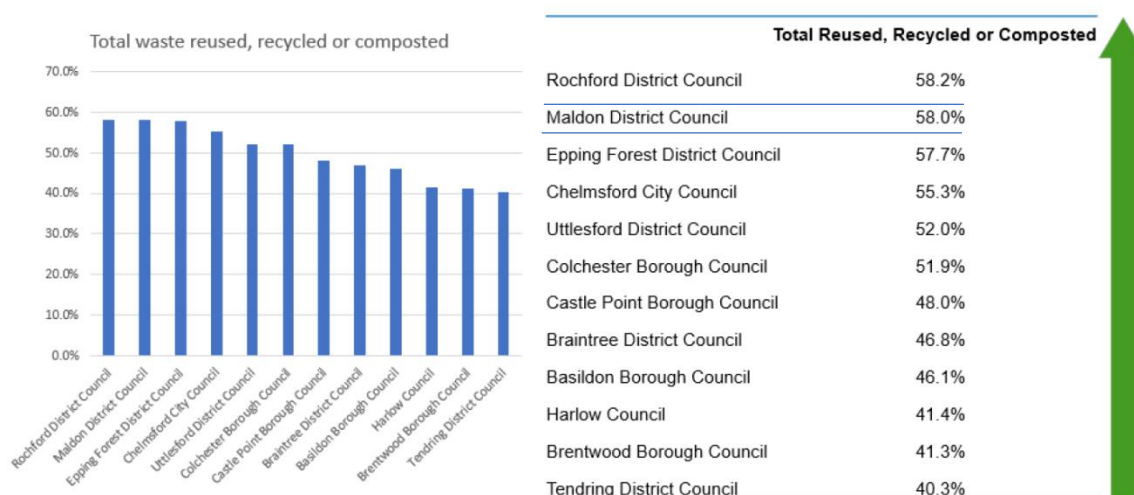
In 2005 the District's (an area of 98.34 Km²) terrestrial CO2 total was forecasted at **429 kilotonnes**.

In 2019, Maldon's collective terrestrial CO2 emissions was forecasted at **257 kilotonnes**.

(source: Department of Business, Energy & Industrial Strategy, UK local authority and regional carbon dioxide emissions national statistics, 2019)

Our recycling data

Recycling alone is not enough to make the impact needed to reduce and prevent the impacts of climate change and we need to change the perception of “I am doing my bit”. To make a real difference we all need to make better consumer choices and avoid generating unnecessary food and packaging waste. We must find ways to reduce pressures on recycling centres and refuse companies. The following Essex Waste Partnership graph shows the percentage total waste reused, recycled or composted for Maldon 2020-2021. Reassuringly it tells us that the District is performing well, when compared to other authorities in the county.



What further information and data do we need to inform the Climate Action work of the District?

To ensure we gain a better understanding to inform our priorities and the action we take, we will need to collate and curate a range of data. We will need to source and commission the following evidence base, recommendation studies and tools:

- The direct and indirect carbon footprint of the economy of Essex and Maldon District;
- The consumption-based greenhouse gas emissions by the County and at District level;
- The circular economy opportunities;
- Recommendations and carbon reduction pathways to reducing direct emissions by 2030;
- Pathways to sustainable transport (also focusing on affordability and accessibility);
- Develop an online tool 'District heatmap' showing the District's Green space and biodiversity hotspots, Renewable energy, Sustainable shops: repair, reuse and refill, Low carbon buildings, Local community groups – and any other asset that can be plotted onto the map.

Our existing policies and strategies

Taking Climate Action in the Maldon District doesn't just enable us to take positive steps in reducing carbon emissions and harm to the District we love. By continuing to embed, greener, healthier and growth through the work of our other main strategies, Prosperity, Community, Place, it gives us the opportunity to:

- Improve the health and well-being of our residents;
- Generate a low carbon, local economy and greener business growth;
- Strengthen our communities by working together more on green initiatives;
- Improve equality - Level up areas that need support and investment;
- Improve our visitor offer;
- Make the District more accessible through better, greener modes of transport.

Maldon District Council already has several strategies and guides which already set out climate and environment improvement policies, projects and plans. It is a challenge for the Council to deliver all strategies and plans. It is an aim of the Climate Action Strategy to recruit a Climate Action Officer, this officer will have the responsibility of working with colleagues to review and validate existing strategies and to help bring to life the work set out within these documents:

- Corporate Plan 2019-2023
- Place Strategy
- Prosperity Strategy
- Community Strategy
- Green Infrastructure Strategy SPD
- Renewable and Low Carbon Technologies SPD
- Sense of Place, Place Plan
- Place shaping policies in Local Development Plan
- Place related management plans
- Parking Strategy
- Walking and Cycling (Maldon District Cycle Action Plan 2018)
- Maldon District Design Guide SPD
- Local Development Plan review.

National Policy:

- Energy White Paper
- Heat Decarbonisation Strategy
- Ten Point Plan for a green industrial revolution
- DLUHC (Housing White Paper Planning for the Future and NPPF)
- National Energy and Climate Plan (NECP).

Our Partners

The Council already works with a number of statutory bodies and local agencies. We will continue to work with these to progress the work of the Climate Action Strategy.

Local and regional:

Essex County Council, Climate Action Commission
 District and Boroughs Climate Forum
 CORE group
 ECC Nature Partnership and Local Nature Recovery Strategy (not yet started)
 Sense of Place Business board
 Burnham-on-Crouch Business Board
 Essex County Council's Insight team
 Visit Essex (tourism)
 The Essex Communications Group
 South East Energy Hub
 SELEP
 Transport East
 Mid Essex Health Alliance.

National:

Place Climate Action Network
 Ofgem
 The Office for Environmental Protection (OEP)
 Environment Agency
 Natural England
 Historic England
 The Office for Low Emission Vehicles
 Magnox and Nuclear Decommissioning Authority (NDA)
 The Centre for Sustainable Energy (National Charity)
 Defra (Clean Air Strategy, Climate Change, Green Future)
 DfT(Gear Change, MRN, Airports & Ports Policy Statements, Decarbonising Transport, RIS 2)
 Network Rail Strategies
 BEIS (Industrial Strategy, Clean Growth Strategy, Nuclear Energy)
 Visit Britain.

Funding plan, grant funds and incentives

Currently residents, landlords, housing developers, businesses, community groups, schools and in some cases local authorities can apply for funding depending on the criteria for application and the responsibilities to spend monies. Listed below are a few funding options to be explored further to understand how the Council can attract funding and develop a long-term funding plan.

- Nuclear Decommissioning Authority and Magnox;
- Welcome Back Fund;
- Energy Saving Trust;
- LoCASE – The Low Carbon Across the South East programme;
- Rural Community Energy Fund;
- Community Energy England;
- Green Homes Grant;
- Non-Domestic Renewable Heat Incentive;

- Active Travel Funding;
- Restore your Railway bid;
- Future Levelling Up Fund bids;
- South East Energy hub initiatives;
- DfT – national sustainable funding for transport (await outcomes from DfT spend review)
- Identify opportunities from COP26 (November 2021);
- Local Authority Delivery Fund - In March 2021, Government announced £200m for low-income households heated by mains gas through a third phase of Local Authority Delivery (LAD) funding;
- Home Upgrade Grant - £150m available to support for low-income households off the gas grid through the Home Upgrade Grant (HUG);
- Citizens Advice Essex -The Warm Homes Fund.

Engagement

Using an Asset Based Community Development (ABCD) approach, we will engage with local communities, young people and businesses to capture ideas, develop initiatives and support community led schemes to bring about long-term behaviour change and raise awareness.

We will deliver engagement through the following activities and groups:

- Our Home, Our Future campaign;
- Welcome Back Fund engagement - post Covid-19 fund helping high streets recover and thrive;
- Existing community groups and schools;
- Conduct consultations;
- Parish Forum and Parish Councils;
- Staff on the ground;
- Council social media channels and local community page admins;
- Sense of Place board;
- Housing residents' association groups;
- Business groups;
- Climate Action Strategy Member working group;
- Local Climate Action Friends;
- Maldon District Developers' & Agents Forum.

Next steps

To kickstart the work of the strategy, here are a set of initial steps the Council will need to take:

- Recruit a Climate Action Officer;
- Climate Action Officer to produce 2022-2023 action plan, setting out outcomes for this period;
- Continue to present strategy to partners and developers;
- Launch Our Home, Our Future engagement activities;
- Set out short, medium, long-term actions, recognising some will be beyond 2030;
- Gather local District data and set out known trends and behaviours;
- Continue to build database of Climate Action Friends;



- Commission carbon net zero pathways and opportunities District study;
- Report on and monitor any committed, secured or allocated funding;
- Review any announcements from COP26, UN Climate Change conference in November 2021.

i Picture source: Essex County Council COP26 Electric Battle Bus, attended by Cllr Carlie Mayes

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