

Title of Action Plan being assessed	Reducing Essex's Carbon Emissions
LAA indicator	NI 186
Name of person completing this assessment	Kevin Jones
Contact Telephone Number	01245 436259
Date	16 June 09
Which Partners are involved?	ECC; District & Borough Councils; Energy Saving Trust Advice Centre; Rural Community Council for Essex; Home improvement agencies; Essex Environment Initiative

1. What are the aims and objectives of this Action Plan – are there any in addition to achieving the LAA indicator target?

Driving public behavioural change for carbon emission reduction:

- Anchored in reality
- Utilising the lines of least resistance
- In areas ECC can effectively influence

2. What are the steps used to deliver the Action Plan?

1. Engagement and communication to a wide range of people in Essex
2. Provision of services:-
 - Promoting smarter driving
 - Supporting sustainable schools
 - Enabling community initiative schemes
 - Offering thermo-imaging
 - Training for home improvement agency front-line volunteers to reach vulnerable people

3a. Think carefully about each of the equality groups below in turn. Could the Action Plan have a negative or positive effect on people in the group? Tick any group that could be positively affected, and put a cross against any group that could be negatively affected. Some groups can have both a tick and a cross.

<input checked="" type="checkbox"/>	Race and Culture	<input checked="" type="checkbox"/>	Disability
<input checked="" type="checkbox"/>	Age	<input checked="" type="checkbox"/>	Gender
<input type="checkbox"/>	Sexual Orientation	<input checked="" type="checkbox"/>	Religion and Belief
<input checked="" type="checkbox"/>	Rural Isolation	<input checked="" type="checkbox"/>	Economic Deprivation

3b. Describe any positive or negative issues that you think are relevant under each equality strand. If you identify an issue that substantially affects a particular group, and might stop them benefiting, state what changes you will make to your Action Plan.

Race & Culture

Issues:

- Communications
- Attitudes to what might be seen as a reduction in standards of living, especially car use.

Changes to Action Plan:

1. Use Plain English; offer translations; use inclusive images and welcoming language; make information available in the community
2. Test publicity materials with groups which act as critical friends, e.g. Essex Equality & Diversity Network (EEDN)
3. Offer help to fill in Home Energy Conservation (HEC) forms
4. Target groups re attitudes, e.g. young men

Age

Issues:

- Help needed with technology for older people
- Has connections to fuel poverty and health for older people
- For younger people there are attitudes about driving cars, motorbikes and scooters

Changes to Action Plan:

1. Training for home improvement agency front-line volunteers to reach vulnerable people
2. Emphasise cost savings of technology
3. Liaise with Adult Social Care on food poverty
4. Target young people about driving efficiently and souped-up engines??
5. Offer help to fill in Home Energy Conservation (HEC) forms
6. Test publicity materials with groups which act as critical friends, e.g. ASC Older People's Group

Disability

Issues:

- The range of disabilities we need to engage
- Support required to deal with technological changes, e.g. loft insulation, light bulbs
- Communications: All in Plain English; offer large print, Braille, screen readers for computers

Changes to Action Plan:

1. Make Home Energy Conservation (HEC) forms more accessible
2. Training for home improvement agency front-line volunteers to reach vulnerable people
3. Test publicity materials, websites and communications plans with groups which act as critical friends, e.g. ASC Disabled People's Groups

Religion and Belief

Issues:

- They are usually ready-made communities to communicate with

Changes to Action Plan:

1. Hold a religious leaders' workshop and ask them to work with their communities

Gender

Issues:

- Messages and triggers can be gender-specific, e.g. male – technological; female – the future of children

Changes to Action Plan:

1. Target communications
2. Inclusive images

Sexual Orientation

Issues: None identified to date, however will check with Essex CC Employees Gay , Lesbian and Transexual Group

Changes to Action Plan:

Rurality

Issues:

- Access to services
- Public Transport

Changes to Action Plan:

1. Roll out Smart Meter Scheme, Thermo imaging, smarter driving through mobile libraries and other existing outlets
2. Work with RCCE
3. Use “Rural Strategy” for rural proofing of action plan

Economic Deprivation

Issues:

- Cost of technology
- Applicability of national recommendations to the variety of housing, e.g. pre-fabs in Basildon
- Social Housing organisation buy-in to a common standard of energy efficiency
- Lack of resources to deliver energy efficiency in e.g. Harlow which owns 33% of housing

Changes to Action Plan:

1. Tailor initiatives to the needs of individual circumstances
2. Target communications carefully – social and council housing; community centres; primary schools on deprived estates; health centres; emergency units; drop in centres; community development workers; job centres etc.
3. Stress that technology offered is of low or no cost to householders
4. Stress that technology, once installed, will save on household bills

4. What equality statistics or other evidence from public engagement do you need to help you test your initial conclusions in Section 1?

What statistics or reports already exist – nationally or locally?

What else do you need to know – what are the gaps?

How will you collect this evidence? If you feel that particular organisations or community/voluntary groups will be able to help you please list these too.

STATISTICS

What evidence do you want?	Where is it available?	How will you use the evidence?
Understanding of public behaviour – attitudes, aspirations, knowledge, emotions - and basic needs in relation to carbon reduction and climate change	Available at European but not Essex/District levels	To identify effective changes in action plan
Statistics on distribution of equality groups in Essex	National Census 2001	
Take up of schemes	Home Energy Conservation (HEC) returns	

PUBLIC ENGAGEMENT PLAN

What do you want to know?	What questions will you ask?	Who are you going to ask?	Name of planned source (if known)	What will you do with the answer?
Understanding of Essex attitudes and behaviour in relation to climate change and carbon reduction.	<p>What do you know about climate change?</p> <p>What do you think should we be doing to stop climate change?</p> <p>What would make you change your behaviour?</p> <p>A choice of answers plus "other, please state"</p>	<ul style="list-style-type: none"> • A cross section of the Essex public. • Additional focus groups for disabled, older, younger and BME etc. people. • Service Groups 	<ul style="list-style-type: none"> • Essex-wide Survey using PAF making sure results are statistically viable at district level • Focus Groups • ASC Service groups • Voluntary Agencies • Economically deprived group – Basildon community worker or social housing organisation • School Councils 	Inform development of plan
Is the draft publicity relevant, easy to understand, attractive and welcoming?		Equality focus groups under Adult Social Care, and EEDN		
Will the services be relevant and accessible?		Equality focus groups under Adult Social Care, and EEDN		

5. The Essex Partnership needs a copy of this Section of your EIA in order to co-ordinate any public engagement activities. You will be given feed back by the Essex partnership on the best way to manage the public engagement activity you have identified on the form. Please send this to the e-mail address below.

Please submit this form to the Essex Partnership team: info@essexpartnership.org