

# One Planet Living Review 2012/13







# One Planet Living Review 2012/13

Middlesbrough Council and Middlesbrough Environment City are working in partnership to improve the quality of local residents' lives by delivering immediate and long term environmental, economic and social improvements through community enablement using the sustainable One Planet Living Framework.

## Introduction

One Planet Living is a simple way of informing and empowering people to deal with the challenges of creating a more sustainable environment and healthier lifestyle. One Planet Living is based on sound science, called ecological footprinting, which encourages communities to live within a fair share of the Earth's resources. There are immediate local environmental and health related benefits and in addition a One Planet lifestyle saves money. That's a fact.

This report provides a summary of achievements and savings in 2012/13 to promote better environmental, social and economic conditions and to help local people lead greener, healthier and more affordable lifestyles through the use of the ten holistic principles of One Planet Living.

## The science



12.6 billion hectares of biologically productive land on the planet



And a global population of 7+ billion people

A fair share of the Earth's resources would be 1.8 hectares per person. But in Middlesbrough we each consume the equivalent of 5 hectares which means that if everyone lived like the average Middlesbrough or UK resident currently does, we would need 3 planets!





# Welcome

Welcome to the One Planet Living Review for 2012/13. One Planet Living is the tool used in Middlesbrough to describe healthy and sustainable living in a simple way, consisting of ten easy to understand principles that enable individuals, communities and organisations to become more sustainable. Middlesbrough became only the second local authority in the country to be accredited as a One Planet Region by international charity BioRegional. A One Planet Living Action Plan has been developed and each year priority actions are identified for each principle that help Middlesbrough move towards being a place that uses only a fair share of the Earth's resources, whilst improving Quality of Life for local residents and helping low income families save money.

In the current economic climate, when the Council and its partners are faced with severe austerity measures, it is more important than ever to ensure the prudent use of resources, maintain a long term vision for the town and enable our residents to play an even greater part in our communities. These priorities are all embraced within the One Planet vision for the town and the report contains numerous examples of how actions driven by the One Planet Living programme are helping to make the budget savings needed, save residents money, enable communities to make a contribution and improve Quality of Life for local people.

The One Planet vision for Middlesbrough cannot be attained by the Council alone. This year's report therefore contains examples of work that is being undertaken in partnership with, and by, other organisations including Middlesbrough Environment City (MEC). During the year MEC was successful in obtaining a £1m grant from the Big Lottery Fund to deliver a five year One Planet Middlesbrough: Creating Sustainable Communities programme with around 15 partners, to engage communities and residents in living more sustainable lifestyles. The One Planet Community Framework, developed during the year, includes some of the key actions communities can undertake and will be used to guide the delivery of the project.

The links between healthy and sustainable living are demonstrated throughout the report. Food growing and healthy cooking projects are encouraging more residents than ever to participate in physical exercise whilst also increasing access to fresh produce and improving mental well-being. These projects also provide opportunities to increase the use of allotments for food growing, bringing redundant land back into use.

The report highlights the benefits and savings arising from healthy and sustainable living. Amongst the examples are the Middlesbrough Cycle Centre and cycle training, delivered by MEC in partnership with the Council's Safe and Active Travel Team. Cycling provides an opportunity for residents, school children and employees to engage in healthy physical exercise whilst travelling and also saves money in fuel costs. Home energy efficiency programmes, such as cavity wall and loft insulation, improve the energy efficiency of homes, reduce home energy bills and also reduce the risk of cold/damp related illness. We hope that the report will encourage you to consider the role of One Planet Living within your daily work and home life and that you will find opportunities to embrace the principles for the benefit of our residents and communities.



**Councillor Nicky Walker,  
Executive Member for  
Environment**



**Councillor Julia Rostron,  
Chair of Middlesbrough  
Environment City**





Partnership working over the last twelve months has reduced the town's greenhouse gas emissions through energy efficiency projects, installing on and off site renewable energy and delivering measures to offset carbon emissions. Latest

figures show that the Council's emissions have dropped by a total of 2626 tonnes. That's enough carbon to heat 1,750 homes for a year! Notable achievements made this year include:

- Installation of two 10kWh turbines at Newham Grange Leisure Farm and Sandy Flatts, Acklam each saving 12.6 tonnes of carbon per year. The electricity produced is enough to power 7 homes.
- Delivery of energy awareness clinics and messages via the Council's bulletin board and the OPL Champions.
- Securing funding to deliver one of the UK's largest Community Energy Saving Programme (CESP) schemes - GoWarm in Gresham where 685 Middlesbrough homes have seen the installation of £5m worth of free energy efficiency measures including external wall insulation, loft insulation, draft proofing, boiler replacement and new central heating systems. These measures have improved the housing stock and helped to reduce local fuel bills. The Department of Energy Climate Change estimate that households could potentially save an average of £328 per year as a result of receiving a range of measures.

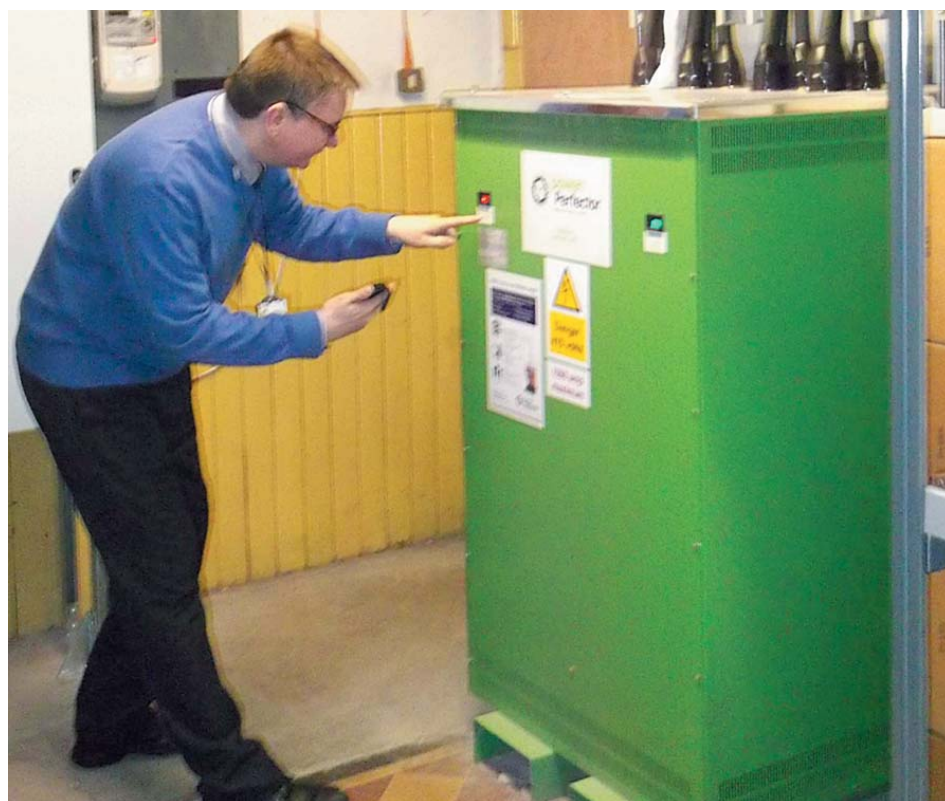
## Case Study - Municipal Building Voltage Optimisation Units

Energy efficiency improvements have been made to high energy consuming Council buildings using the Council's Salix Invest to Save Fund.

Voltage optimisation units have been fitted in the Civic Centre and Middlesbrough House to reduce electricity consumption. The voltage optimisation units reduce voltage from 240V to 220V. It was projected that the installation of these units would save an estimated £16,000 per year, however this estimate has been surpassed with consumption dropping by 280,773 kWh, resulting in a financial saving of over £25,800 per annum.

Units have also been installed in Captain Cook Museum, Middlesbrough Bus Station, the Rainbow and Neptune Leisure Centres, MIMA, Southlands Centre and Vancouver House, collectively generating savings of £43,000 per annum.

The installation of voltage optimisation units has therefore generated a saving of £68,800 from the Council's energy bill during 2012/13.



Voltage Optimisers are helping the Council to reduce it's electricity consumption



## Case Study - Middlesbrough Warmer Homes Project

The Middlesbrough Warmer Homes Project aims to identify residents in the town who are in, or who are at risk of being in, fuel poverty. The project targets older people, children and those who are in ill health.

Middlesbrough Environment City trains volunteers and front line staff to identify vulnerable residents and visit them in their homes to offer support and confidential energy efficiency advice and guidance.

Volunteers and partner agency advocates have undertaken the accredited Open College Network training in "Energy Awareness in the Home" ensuring they are sufficiently knowledgeable to advise vulnerable householders.

In addition, through funding from the Joint Investment Programme, Middlesbrough Environment City has worked with three installers who have surveyed over 6,000 properties across Middlesbrough, distributing free energy saving devices and delivering central heating repairs and boiler replacements as well as £1.3 million worth of cavity and loft insulation measures. With an estimated saving to each household of around £225, these energy saving measures have the potential to release £1.35 million into the local economy each year.



## Zero Carbon

Enabling access to energy, making buildings more energy efficient and delivering all energy with renewable technologies.



Residents opt to invest in keeping their properties warm





## Case Study: Erimus Housing, Making Hemlington Warmer

Erimus Housing, part of the Fabrick Group, has dramatically increased the energy efficiency and desirability of around 440 properties within the Hemlington area. 100% grant funding was accessed for both the Erimus Housing and privately owned homes within the B's, a particular area of Hemlington.

The B's area of Hemlington consists of 310 Wimpey 'no fines' properties which had low energy efficiency. Their construction type made them eligible for 100% grant funding, allowing for the installation of 'A' rated boilers and external wall insulation at zero cost. The grant also gave rise to the acquisition of installed PV panel's systems at a reduced cost to Erimus Housing, which allowed for the installation of PV not only to all of the Erimus properties within the B's, but also Erimus bungalows in other parts of the estate.

This work has significantly increased the energy efficiency of the stock, giving average energy savings of £360 a year for each property. Street scenes have also dramatically improved. Subsequently, the popularity of these properties has increased.



## Zero Carbon

Enabling access to energy, making buildings more energy efficient and delivering all energy with renewable technologies.



External wall insulation and Photovoltaic Panels, reducing costs and saving carbon



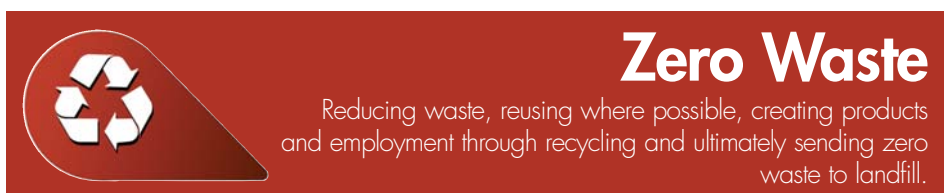
## One Planet Middlesbrough Review 2013

Middlesbrough is committed to both reducing the amount of waste it generates and increasing the amount of waste materials that are reused and recycled.

Middlesbrough Council and its partners have worked collaboratively over the last year to ensure that Middlesbrough works towards its One Planet Living vision of zero waste being sent to landfill.

Notable successes this year include:

- Working with 10 schools, educating children on the benefits of recycling and encouraging positive behaviours amongst the recyclers of tomorrow.
- The Council's Waste Team has supported 28 events and road shows including: Middlesbrough Mela; Linthorpe Festival; OPL Street Roadshow; Belle Vue Fun Day; Carbon Trust Launch (James Cook Hospital); and Environment Awareness Day at Middlesbrough Job Centre.
- Diverted 50 tonnes of waste from disposal in Council offices and buildings.
- Successfully obtained £3.6 million funding from the Government's Weekly Collection Support Fund to revise the Council's existing recycling provision and make the necessary changes to increase residential participation.



## Case Study - Recycle Week 2012 Design Competition

As part of the Council's waste and recycling education programme Middlesbrough schools were involved in a competition to design a new wagon-side livery for the kerbside household recycling collection vehicles that travel across the town to promote recycling.

The brief was to create a design to promote the message of recycling and brighten up the collection vehicles. Ten schools took part in the competition, which coincided with Recycle Week 2012.

Entries were judged by a panel including Biffa Waste Services PLC. Entries were showcased and the winners, Rosewood Primary School Eco Council, were announced at a special presentation evening held at My Place in June 2012. The school's Eco Council was presented with a cheque for £50 and the final design on the recycle wagon was unveiled at Rosewood Primary School in November 2012.



Rosewood Primary School's Eco Council members with their winning design





## One Planet Middlesbrough Review 2013

### Case Study - Sisters United Fashion Show at the One Planet Living Community Awards

Sisters United is a sub group of the registered charity Middlesbrough 1st which promotes self advocacy to adults with learning disabilities.

During 2012 this proactive women's group decided to develop their understanding of the environmental and economic impacts of producing waste and sought to find innovative ways to demonstrate the reduce, reuse, recycle message to a wider audience and empower others to do more with less.

A group of seventeen ladies from Sisters United worked together to source and creatively upgrade vintage clothing into fresh and vibrant outfits, fit for the catwalk.

The ladies showcased their creations at the opening of the annual One Planet Living Community Awards held at the Chinese Community Centre in November 2012 in front of an audience of 150 people.



### Zero Waste

Reducing waste, reusing where possible, creating products and employment through recycling and ultimately sending zero waste to landfill.



Sisters United showcase their creations at the One Planet Living Community Awards





## Case Study: Erimus Housing Diverts 100% of Building Services Waste From Landfill

Erimus Building Services (EBS), is the repairs and maintenance arm of Erimus Housing which is part of the Fabrick Group. The company is responsible for the delivery of repairs and maintenance services to the 10,500 Erimus Housing properties and produces an average of two tonnes of waste per annum.

Over the last 12 months, EBS has introduced new working practices, staff training and improved the facilities at its Cargo Fleet Lane depot to allow greater segregation of waste. These actions have resulted in an increase in recycling to 98% of all waste, with 100% diverted from landfill.

These improvements have reduced Erimus Housing's environmental impacts and significantly reduced waste costs, with its cost per tonne of waste being halved.



## Zero Waste

Reducing waste, reusing where possible, creating products and employment through recycling and ultimately sending zero waste to landfill.



Increasing waste segregation is improving recycling rates and diverting waste from landfill



Middlesbrough supports a range of initiatives that encourage residents to reduce car use and make travelling more sustainably by bus, train, bike or foot the norm. During 2012/13, a town wide travel survey was conducted. The results of the survey showed that 38% of the 1,028 respondents lived within 5 miles of work, 78% within 30 minutes and 40% within postcodes TS1 to 8. Of these 1,028 respondents, 77% travel to work by car (61% alone, 11% with passengers, 5% as a passenger) whilst only 4% cycle, 6% walk, 9% use the bus and 2% travel by train.

Work is ongoing to reverse these trends and encourage greater use of sustainable modes of transport.

Notable successes this year include:

- 1,500 people received cycle road safety training.
- 1,800 children received pedestrian training.
- Town Rider bus service implemented around Riverside Park Road.
- Cycle parking improvements funded at Teesside University.
- 1,300 members joined the Middlesbrough Cycle Centre.
- Average monthly users of the Cycle Centre reached 674.
- Independent Travel Training pilot scheme was implemented to assist people with disabilities.

## Case Study – Pool Bike Scheme

As part of a successful funding application to the Department for Transport, Middlesbrough Council was awarded £1.21m to improve the town's sustainable transport offer. Sustainable Middlesbrough: A Place for Business is designed to address access to employment, cycling, independent travel training and travel behaviour.

One project provides Middlesbrough based businesses with pool bikes. The businesses can purchase a subsidised bike, helmet, lock, lights, hi visibility back pack and road safety training sessions for £50 per package. The bike becomes the property of the business, which can loan it to employees for travel to work, business travel or for recreational purposes. This allows people to try cycling for a nominal fee and helps to keep people safe on the roads.

Within the first six months of the project 60 bikes were allocated to 21 different business organisations from sole traders through to corporate organisations, including Call Agents UK, a business which provides remote reception and customer service on behalf of other organisations.

Call Agents purchased three bikes for their employees. Sharon Atkinson, Managing Director said 'We use the bikes on a daily basis to get to and from work and also to attend meetings. We have become much fitter, and most of all saved a fortune in bus fares. In addition, it has motivated me and another member of staff to stop smoking which is brilliant!'



Commuters choose to cycle





## Case Study – Bikeability

Middlesbrough Environment City has worked in partnership with Middlesbrough Council to deliver the Department for Transport funded Bikeability programme.

Bikeability is currently delivered to primary school children in years 5 and 6. The training starts at Level 1 in a fun 'traffic free' environment and progresses to 'on road' Level 2. This 'real life' environment ensures that the children learn to deal with traffic and gain a good understanding of the road. This has been a valuable asset to the area and has allowed Middlesbrough's accident statistics relating to cycling remain low.

Along with the obvious safety benefits, the training also encourages teamwork and gives parents and guardians reassurance that their children have the skills and confidence to use their bikes safely. The skills taught cannot only be used for recreational cycling but also for cycling to school. This not only reduces associated vehicle emissions and congestion on our highway, but gives children the opportunity to travel independently and realise the associated health benefits.

The training also gives our next generation of drivers an awareness of cyclists; even if they don't become cyclists themselves, the lessons learnt will make for a pool of drivers that are more cycling sympathetic.

During 2012, 36 Primary Schools took part and 849 children were trained with a pass rate of 99.5%.



## Sustainable Transport

Encouraging low carbon modes of transport and public transport, reducing the need to travel, ensuring a good range of local facilities within walking and cycling distance.



Cyclists build their confidence and skills during the Bikeability course





## Case Study – Fabrick Goes Electric

Fabrick Housing Group became electric vehicle ready by taking advantage of grants towards the installation of electric vehicle charging posts at two of its offices; Hudson Quay and Rivers House. Through Charge your Car, the region's Plugged in Places scheme, the group secured 100% funding for the post at Hudson Quay and 75% for the post at Rivers House; providing a saving of £8,750 to the business.

The provision of the posts supports the Switch EV trial that has taken place at Hudson Quay during 2012 and is currently underway at Rivers House. The posts allow staff members, partners and customers to charge electric cars free of charge.



## Sustainable Transport

Encouraging low carbon modes of transport and public transport, reducing the need to travel, ensuring a good range of local facilities within walking and cycling distance.



Fabrick goes electric





Middlesbrough encourages the purchase of goods made from renewable or waste resources with low embodied energy that are of best value and where possible sourced locally to support the growth of the local economy.

Notable successes this year include:

- Incorporated One Planet Living into Whole Life Cost + model.
- Streamlined the Council's Procurement Strategy, incorporating One Planet Living principles.
- Making green products available within corporate contracts for janitorial supplies.
- 35 Middlesbrough based practitioners have taken the accredited Open College Network in Forest Schools Practical Basic Skills.
- 477 young people and 87 practitioners and parents have benefited from being involved in the Free Range Kids project.

## Case Study - Leaner Greener Faster Campaign

During 2012/13, Middlesbrough Council's Sports and Leisure Service launched their Leaner, Greener, Faster campaign to reduce postal communication costs and paper consumption by making a move towards focused electronic communications to engage with customers and make efficiency savings.

The campaign was designed to collect mobile and email addresses from service users. Before the campaign, mobile phone and e-mail contact details held for individual service users were approximately 3% and 10% respectively. Having run the campaign the service has captured 50% email and 33% mobile details.

By using mobile technology the team is moving away from paper based communications, designing out the use of unsustainable materials and reducing economic and environmental print and postal costs. It has also allowed a move towards targeted mobile, SMS email and Facebook promotions, ensuring that service delivery is improved with customers receiving prompt notification of offers and class cancellations in real time.

During the campaign awareness was raised of the Sport and Leisure Service's Facebook page, which now has 1,043 followers with a weekly total reach of approximately 3,500, sometimes reaching 8,000. The page receives most traffic from users in the 25-34 age category and receives on average 20 new likes per week.

Facebook was used as the primary promotion tool to advertise the new MMA fitness class supported with 3 x A1 posters at a cost of £36.00. The pilot course sold out within one week. Ordinarily a campaign for such a class would have cost the service approximately £300-£500.



Leaner, Greener, Faster campaign winner receives her prize





## Case Study - Free Range Kids

Middlesbrough Environment City's Free Range Kids programme is designed to develop the health and well being of young people in Middlesbrough. Using the Forest School model, the programme encourages practitioners, parents and children to break away from a culture of inactive indoor play. The project provides opportunities for rich outdoor play across Middlesbrough. The young people learn outdoor skills, manage and take positive risks, learn to appreciate nature and value natural spaces.

Engaging with hard to reach youngsters with challenging educational and behavioural needs, the programme aims to develop participants' social and emotional intelligence, self esteem and confidence whilst parents and practitioners learn about the health, developmental and emotional benefits of outdoor play.

Example activities in the Free Range Kids programme include outdoor cooking, tree climbing, nature identification, whittling, lashing, exploring local becks and using materials from the natural environment to build structures. One group chose to make a Roman camp. They used sticks to create flags alongside a round house made with natural clay found by a beck bank along with sticks and stones from the forest floor. The activity helped to embed their learning of Romans and Celts and recount the story of Boudicca.



## Sustainable Materials

Using sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources.



Young people put their skills to the test





Sustainable Food considers the environmental, social and economic impacts of food from field to plate. Middlesbrough has developed schemes to encourage residents to develop growing and cooking skills to make healthier lifestyle choices.

Notable successes this year include:

- 66 community growers trained.
- 139 volunteers participated in food growing.
- 88 community growing groups and 26 schools supported to grow their own fruit and vegetables.
- Local Food Celebration event as part of the Sports Mela.

## Case Study - Growing East Middlesbrough (GEM)

In 2009, Middlesbrough Environment City was awarded funding from the Big Lottery Fund's Local Food Programme to deliver a three year community food growing project across East Middlesbrough, in partnership with Middlesbrough Council and Stronger Together in East Middlesbrough.

The Growing East Middlesbrough (GEM) project has increased the number of residents growing and eating fruit and vegetables, by developing their growing skills and teaching them how to cook the fresh produce they have grown. This improves both physical and mental health.

Sixteen new growing sites in schools and community venues have been created. The Town Farm training site was developed with small taster plots for new gardeners to try out their skills and a training area for the delivery of Open College Network accredited training courses.

The project has engaged with over 3,000 people including 66 who have taken part in formal training, developing their skills and improving their employment prospects. The project has increased community cohesion, reduced social exclusion and improved self esteem and confidence amongst participants.

With further funding obtained from the Big Lottery Fund, the training programme will be expanded to other areas of Middlesbrough during 2013.

## Local & Sustainable Food



Sustainable and humane agriculture and farming, access to nutritious low impact, local, seasonal and organic diets and reducing food waste.



Residents show their crops





## Case Study - Grow It, Cook It, Share It

The Grow It, Cook It, Share It project delivered by Middlesbrough Environment City aims to increase the amount of locally grown food eaten in Middlesbrough by developing the growing and cooking skills of local residents.

Grow It, Cook It, Share It Co-ordinators deliver free cooking demonstrations and taster sessions at events, shopping centres and community venues around Middlesbrough, encouraging people to use local and seasonal produce to provide tasty, healthy and cost effective meals.

To date, 62 sessions have been held and a six session accredited training course in healthy cooking using local produce has been designed and delivered to four community groups. Training course participants can choose to go on to become Healthy Cooking Advocates, passing on their cooking skills to help other learners in their community.



## Local & Sustainable Food

Sustainable and humane agriculture and farming, access to nutritious low impact, local, seasonal and organic diets and reducing food waste.



Residents prepare meals using locally grown produce





## Case Study: Fabrick Champions Combat Food Waste

Resident and staff champions across Fabrick Housing Group have worked together to produce a 'Sustainable Cook Book'. The cook book has been developed to help share knowledge on how residents of Erimus Housing, Tees Valley Housing and Norcare can produce simple healthy food whilst reducing food waste.

The average British family throws away around £50 worth of food each month, generally down to lack of portion control, not knowing what to do with left overs, confusion with food dates and incorrect storage. By working in line with the Government's 'Love Food Hate Waste' campaign, the champions have developed an easy to use tool which offers advice to tackle all of these issues. The book will be used in communities to assist with the delivery of basic cookery classes, improving understanding of how to eat well for less.



## Local & Sustainable Food

Sustainable and humane agriculture and farming, access to nutritious low impact, local, seasonal and organic diets and reducing food waste.

**YOU'RE IN CO<sub>2</sub>NTROL**





## Sustainable Cook Book

Love Food, Hate Waste, Save Money!





We aim to use water more efficiently, managing it in such a way as to promote sustainable land use and avoid local flooding and pollution.

Residents of flood zones are supported to become more self resilient in the event of a flood. Advice is given to enable residents to be prepared and reactive to protect their properties against possible events of flooding, the damage of which can result in claims averaging between £20,000 and £40,000.

Achievements made in 2012/13 include:

- 6.2% reduction made in water consumption within Middlesbrough Council.
- Property level protection schemes undertaken for three Middlesbrough properties.
- Feasibility studies carried out to create surface water storage areas in Saltersgill and Clairville.
- Following a two year programme of surveying and investigating culvert and highway drainage systems, a repair programme of relining and root cutting was completed at 13 locations across Middlesbrough known historically to cause surface water concerns. This scheme is a long term investment designed to alleviate flood risk in Middlesbrough.

## Case Study – Brookfield Flood Alleviation Scheme

Northumbrian Water undertook a flood alleviation scheme in Brookfield. Properties in Holbeck Avenue have suffered from flooding during times of intense rain as a result of surface water run off from adjacent roads leading to surcharge from sewers. The £250,000 scheme will reduce the likelihood of flooding to ten properties and has seen the up sizing of 200 metres of new sewer pipe on Holbeck Avenue.



Access to safe drinking water and sanitation. Using water more efficiently in farming, buildings and in the products we buy. Designing to avoid local flooding and water course pollution.



Work takes place on site to reduce flood risk to properties in Brookfield





## Case Study - West Middlesbrough Becks Project

Middlesbrough Environment City, working in partnership with Middlesbrough Council and the Environment Agency, has developed a £50,000 project with external funding to enhance the beck courses of Marton West Beck, Newham Beck and Bluebell Beck. The work will include creating pools adjacent to water courses, planting new reed beds and removing dense bank side scrub allowing vegetation along the banks to thrive.

The project has received funding from Biffa Award, through the Landfill Communities Fund. The works will provide havens and habitats for the benefit of local wildlife, such as water voles. Key benefits of this project are reducing flood risk, improving water quality and enhancing the becks to provide a more attractive environment for local residents to enjoy a more active lifestyle.



## Sustainable Water

Access to safe drinking water and sanitation. Using water more efficiently in farming, buildings and in the products we buy. Designing to avoid local flooding and water course pollution.



Middlesbrough's becks are enhanced





Middlesbrough works to protect, enhance and sustain a rich natural environment with habitats and species that are local to the area and supported by abundant green spaces for the local community to enjoy.

Achievements made throughout 2012/13 include:

- 11 new volunteers recruited to increase engagement with the Boro Becks Project.
- 25 events and 15 school or training activities in the becks valleys as part of the Boro Becks Project.
- Local Nature Partnership created across the Tees Valley, helping to deliver greater biodiversity benefits in Middlesbrough.
- Completed improvement works at Marton West Beck and Middle Beck.
- Delivered 10 events and hosted 10 school visits at Stewart Park.



## Land Use and Wildlife

Protecting and restoring existing biodiversity and natural habitats through appropriate land use and integration into the built environment.

### Case Study - The Big Draw Project with St Pius Primary School

The Boro Becks team ran three sessions with St Pius Primary School to participate in the annual Big Draw in October 2012. The team appointed Andy Broderick to deliver the arts and drawing aspects of the project and the Boro Becks team delivered the natural history and outdoor sessions with pupils from year 5 (9-10 years old).

The Big Draw Project saw children who are challenged by traditional learning environments excelling; demonstrating the benefits of using the natural environment as an educational tool.



Pupils from St. Pius Primary School start their Big Draw project





## Case Study - Bee Friend

Bee Friend, a project managed by Middlesbrough Environment City and funded by the Big Lottery Fund Local Food Programme, the Co-operative Community Fund and the Department of Health Healthy Town initiative, aimed to protect and promote Middlesbrough's urban bee population to improve the harvest from fruit and vegetable growing in the town.

In 2012, Bee Friend supported the development of five community apiaries at several sites including community allotments, Stewart Park and Hemlington Hall Primary School. This has enabled around 100 people to develop basic beekeeping skills.

An accredited training course was devised enabling novice beekeepers to gain a qualification. In partnership with Middlesbrough Community Learning Service this has now been successfully delivered to 25 people. As a result, more and more people are now competently keeping bees throughout the town with more besides recognising the important part that bees play in plant pollination.



Novice beekeepers learn essential skills





Through 2012/13 Middlesbrough has continued to become a stronger more cohesive community, offering a sense of welcoming for residents and visitors alike by providing a variety of opportunities to build local identity and showcase achievements.

Achievements this year have included:

- A local food celebration held in July 2012 as part of the Sports Mela attracting over 5,000 people.
- The annual One Planet Living Community Awards ceremony held in November 2012, with 150 attendees and awards made in 11 categories to the following winners: Larchfield, Esquires Coffee House, ILOP, Oakfields Community College, Rebuild NE, Terry Prichard, Easterside Primary School, St Thomas More RC Primary School, Macmillan Academy, Park End Primary School and Martyn Walker.
- Bicycle racks installed at the Transporter Bridge to encourage visitors to travel to the iconic cultural site more sustainably.

## Case Study – Olympic Games 2012

Over 70,000 residents marked the London 2012 Olympic Games by participating in a range of events aimed at celebrating achievement and creating a stronger sense of community.

Middlesbrough's 100 Days of Sport programme, designed to raise the profile of sport and physical activity prior to the games, attracted 3,106 people who took part in a host of free sporting activities held in Centre Square, whilst 1,298 people were involved with community sporting events and 1,040 people participated in sports camps.

When the Olympic torch passed through the streets of Middlesbrough it attracted crowds of 15,000 people and hundreds took part in a 5k torch relay run as the Olympic torch travelled over Middlesbrough's iconic Transporter Bridge.

During the four weeks of games over 23,000 people descended into Centre Square to watch the Olympic Games and 15,000 to watch the Paralympics.

Middlesbrough's celebration of the 2012 Olympics was supported by many residents who undertook voluntary roles. Middlesbrough also supported the Cultural Olympiad 'Stories of the World' initiative, encouraging young people to explore local museum collections like the Dorman and Captain Cook.







## Case Study – Big Dig

Middlesbrough Environment City is one of six organisations that has been awarded funding to mobilise more residents to grow their own food. Nationally, the Big Dig project aims to encourage over 10,000 new people to become involved in food growing across the nation by August 2013.

Utilising £48,000 from the Social Action Fund, Middlesbrough's Big Dig project has introduced over 500 local volunteers including individuals, groups and organisations to grow their own food and has developed over 20 community and school gardens hosting over 100 plot holders.

Big Dig sites at Thorntree, Easterside, Saltersgill and West Lane are successfully in the process of transitioning from the ownership of Middlesbrough Environment City to self management. This project has demonstrated that the process of developing spare land in Middlesbrough and turning it into self managed growing spaces is achievable and can now be replicated.

People's Park, West Lane has seen such a state of improvement that the site is to be entered into the Royal Horticulture Society Britain in Bloom Community Allotment category which is judged by assessing how the community is growing together.

By developing local growing skills through practical experience and training courses, Middlesbrough's Big Dig project will leave a legacy of vibrant community food gardens across the town, which can reduce anti-social behaviour, provide fresh, healthy food and build pride in our communities.



## Culture and Heritage

Respecting and reviving local identity, wisdom and culture; Access to education for all; valuing and encouraging the involvement of the community in shaping their community and their lives.



Keen gardeners get digging



Middlesbrough strives to develop a strong community where nobody is disadvantaged because of where or how they live; a town of fairness and inclusiveness that creates equal life chances for all, regardless of age, gender, disability, religion or belief, sexual orientation, transgender or ethnicity. Middlesbrough strives to be a town with a vibrant local economy that supports local people into employment and assists local businesses to grow whilst improving their green credentials and greening their supply chain.

Achievements this year include:

- Fourteen companies joined the national Renewable Energy Centre (NAREC) programme.
- Worked closely with Business Enterprise Group to encourage businesses to take advantage of support programmes around tendering and contracts, winning work and entering new markets.
- Worked with organisations such as Teesside University, Carbon Trust, tadea and Groundwork to offer programmes such as environmental manufacturing support, resource efficiency assistance and environmental packages to encourage long term sustainability and growth in local business.
- As part of the Council's Change Programme, the E-Services Strategy has been incorporated within the Customer Strategy to support work to protect the vulnerable, ensuring all services become leaner, employees deliver effectively and the Council's aim of minimising the environmental impact of services is achieved.
- Implemented a web accessibility testing programme to analyse how the website meets the needs of disabled users. The new Council website was launched in April 2012 with customer and internal testing carried out, informing ongoing development. Continuous feedback is evaluated and changes are implemented to encourage customer accessibility to the website.
- 162 Teesside based businesses supported to help recruit new apprentices and employees, which saw 65 Middlesbrough residents placed into new apprenticeships or jobs.

## Case Study – Veggie Bag Scheme

Grown in Middlesbrough, funded by the Big Lottery Local Food Programme and the Ashden Trust, is a project working with community growers across the town to develop new and existing sites for commercial growing, improving environments for residents and increasing access to fresh fruit and vegetables.

With help from a team of volunteers, underused allotments and derelict green spaces are being transformed including People's Park, Bexley Close in Easterside and Saltersgill, whilst harvested produce is being sold through a bag scheme, generating a small profit to help sustain future growing activities and supporting local businesses. The project already supplies a local catering firm and cookery projects.

Training forms a core part of the Grown in Middlesbrough initiative and in 2012/13, 26 participants received accredited Open College Network training in horticulture that will provide them with the skills needed to maximise their crop production. Newer growers have developed their seed sowing, transplanting and garden maintenance skills to help them get started in producing their own food, building economic and environmental resilience and improving their health and wellbeing.



Veggie bag schemes using local produce are prepared for consumers



## Case Study – Apprenticeships in Middlesbrough

Young website designer Josh Murphy set his sights on becoming the best in the industry and secured an apprenticeship with Middlesbrough-based design agency printing.com in February 2013. Middlesbrough Council supports local businesses, helping them to take on new employees and apprentices, Josh was one of over 65 new apprentices from Middlesbrough to secure work. He left college in the summer and was claiming job seekers allowance when he heard about the apprenticeship opportunity – he applied and impressed the company with his enthusiasm, knowledge and desire to work. He said “I really didn’t think I’d find work as quickly because it’s hard for young people these days as so much emphasis is put on having experience, which is hard to get if you aren’t given the chance. I’m learning every day. I love it.” Joshua is on a day-release apprenticeship training programme at Middlesbrough College and hopes to secure a full time position following his one year apprenticeship.



## Equity & the Local Economy

Creating strong, diverse local economies that meet peoples' needs and support fair employment and international fair trade.



Apprentice learns tricks of the trade



## Case Study: Tackling Money Matters for the Young

Know your Money, Keep the Change (KYM), is a new Big Lottery funded project to help young people get money savvy and improve their financial confidence.

Led by Erimus Housing and operating from a hub in the town centre, the project is open to young people aged 16-24 who are living in properties owned by any registered social landlord across the town.

The project offers a range of benefits including:

- 'The Hub' – a central town centre based meeting venue for young people
- Money support, advice and guidance provided by a team of budget advisers
- A variety of courses and learning opportunities
- Activities and events to help young people become money savvy
- Deals and offers
- Volunteering opportunities
- Access to computers and the internet
- A youth panel that will put forward ideas to help shape the project
- Social events and fun activities

People can find out more by adding 'KYM Middlesbrough' as a friend on facebook, emailing [know.your.money.xxxxxxx@xxxxx.xxx](mailto:know.your.money.xxxxxxx@xxxxx.xxx) or following KYM on Twitter @KYM\_Project



## Equity & the Local Economy

Creating strong, diverse local economies that meet peoples' needs and support fair employment and international fair trade.



Young people take control of their finances!



Middlesbrough aims to create a future where it is easy, attractive and affordable for the community to lead physically and emotionally healthier lives.

Activities are in place to assist residents to improve their well being, for example,

the installation of a free Trim Trail at Stewart Park alongside the introduction of leisure activity equipment including permanent outdoor table tennis tables and a new Parkrun.

Throughout 2012/13, innovative activities have been introduced to promote physical activity for the whole community. For those wishing to have a high energy workout, boot camps and metafit classes are available, for young families there are the Push and Go buggy sessions and for older residents the New Life New You Programme is available to assist individuals to make positive health changes.

Middlesbrough Council has also reviewed its entire pricing strategy for the use of Council run leisure facilities, which has encouraged a much greater cross section of the community to engage in healthier lifestyles.

Achievements this year have included:

- 6% growth in participation for both the 5k and 10k running events.
- 14% participation increase at X4 and Active Gyms with 1,370 annual members in 2011/2012 and 1,567 by March 2013.
- Hosting the Olympic Torch Relay event with 15,000 attendees.
- Hosting 100 days of sport attracting 3,106 participants.

### Case Study – Active Gym

Middlesbrough Council's Sport and Leisure Service launched the Active Gym brand in January 2013 replacing X4 health and fitness.

The rebranding exercise was designed to increase residents' participation in sport and exercise, most specifically in less affluent parts of the town. Research showed that the greatest demand for the X4 gyms came from sections of the community with lower than average disposable incomes, with 78% of the 1,370 annual memberships held by residents from low income households.

With the arrival of Active Gym, lower pricing structures were introduced and a host of new membership options created including the Active Senior for those aged 60 years and over, Active Family and Friends aimed at encouraging greater family participation in sports and exercise and an Active Youth month to month membership designed to engage the town's younger generation.

The Active Gym offer has been very successful with memberships up by 30%. Furthermore the largest proportion of memberships purchased has come from residents residing in east Middlesbrough where incomes are lower and health is poorer.



## Health and Happiness

Promote good health and well being through access to healthcare. Encourage active, sociable, meaningful lives to promote good health and well being.

## Case Study – Type 2 Diabetes Prevention in BME Communities

In 2012, a Type 2 Diabetes prevention programme was launched. The programme aims to reduce the risk of residents from Middlesbrough's black and minority ethnic (BME) communities developing Type 2 Diabetes, a preventable disease.

The programme helps participants to eat healthier, become physically active, engage in their local community and become involved in growing their own fruit and vegetables.

The programme targets people who are considered to be more likely to have diabetes or develop the condition at a younger age. These are typically people aged 25 years and over who live in disadvantaged areas of the town as well as those who are part of Middlesbrough's South Asian and African-Caribbean communities.

The programme has successfully:

- Screened 256 people using simple waist, height and weight measurements and a finger prick blood test;
- Found 140 suitable people who went on to complete the 8 week physical activity and lifestyle programme;
- Provided 140 people with 4 months support to access leisure facilities either in the community or through leisure services.

Opportunities for a further 240 Middlesbrough residents to access the programme will be provided during 2013/14.



## Health and Happiness

Promote good health and well being through access to healthcare. Encourage active, sociable, meaningful lives to promote good health and well being.



NUR Fitness help to reduce Type 2 Diabetes in Middlesbrough





## OPL CHAMPIONS

A network of 20 One Planet Living Champions have worked to encourage sustainable behaviour amongst colleagues within the Council and Middlesbrough Environment City. Each month the champions have run a campaign to promote each of the ten principles in turn to inform and advise colleagues on steps they can take at work and at home to live more sustainable and cost effective lifestyles.

During 2012/13, the One Planet Living Champions supported the removal of waste bins on the third floor of Vancouver House linked to the rollout of more recycling facilities. The initiative was designed to encourage greater waste awareness and proactive recycling behaviours amongst staff to increase the amount of materials sent for recycling and reduce the frequency of incorrectly disposed recyclable materials.

The trial saw the removal of most office litter bins, an increase in recycling facilities and extra provisions in the communal area for general waste. Champions were on hand to monitor and encourage employees to adopt a greener approach to waste disposal.

This scheme has proven to be successful and a roll out to all Council buildings will take place.



## Cross Cutting Activity



Middlesbrough Council One Planet Living Champion Rolando Marcone supports the enhanced office based recycling programme



## MIDDLESBROUGH CLIMATE CHANGE PARTNERSHIP

Middlesbrough Climate Change Partnership was established in 2002, bringing together key organisations to drive forward a town-wide commitment to reduce carbon emissions by sharing best practice.

The Climate Change Partnership is led by Middlesbrough Council and made up of a cross section of community organisations including Middlesbrough College, Teesside University, Fabrick Housing and James Cook University Hospital along with representation from small and medium size enterprises and voluntary sector organisations such as Friends of the Earth, Groundwork and Middlesbrough Environment City.

During 2012/13, Middlesbrough Climate Change partnership undertook a variety of activities resulting in a reduction of town wide carbon dioxide emissions. Latest figures show that within the Council alone emissions reduced by 8.4% on the previous year, a total of 2,626 tonnes. That's enough carbon to heat 1,750 homes for a year!

Highlights include:

- Teesside University has seen a 5% decrease on its gas and electricity bill following a programme of lighting upgrades, light monitoring, room management and the installation of energy efficient boilers. Teesside University has also reduced water consumption by 28% through careful monitoring and addressing wastage issues.
- Fabrick Housing has worked to improve energy efficiency across their housing stock rolling out Community Energy Saving Programme measures across Middlesbrough as well as upgrading 100 properties in Thorntree and 70 properties in Newport. The latter have received external wall insulation and energy efficient boilers, predicted to save residents approximately £250 from their fuel bills. Fabrick acquired £4.7 million to deliver energy efficiency improvements to homes in Hemlington providing external cladding measures and installing photovoltaic panels which collectively are predicted to save residents £360 per year from their household budgets.
- James Cook University Hospital is working towards a new carbon management plan with initiatives including the replacement of gas boilers with biomass, the integration of recycling facilities in clinical areas and the introduction of energy efficient lighting across the site.
- Middlesbrough College has been proactive to reduce carbon emissions by actioning their green transport commitment and developing recycling practices.
- Middlesbrough's small to medium sized businesses have been actively engaged in carbon reduction through delivering energy efficiency improvements to residential properties and making their business operations more carbon efficient by gaining a more in depth understanding of micro renewables through workshop events and involvement with the production of components for the growing offshore turbine industry.
- Middlesbrough Council and Middlesbrough Environment City have revised and updated the Affordable Warmth Action Plan in line with the new Home Energy Conservation Act guidance, addressing the 25% of households in Middlesbrough that are currently classed as being in fuel poverty. The Council has also established an Energy Efficiency Steering Group to develop its strategic approach to reducing carbon emissions and saving money in Council owned buildings through assessment of available invest to save schemes, employee behaviour change programmes and quick win energy saving measures, in a bid to reduce energy costs by 10%. The Council has also continued to explore opportunities to deliver energy efficiency measures in residents' homes in partnership with external organisations and businesses to reduce domestic carbon emissions and save local residents money.





## NEXT STEPS 2013/14

Middlesbrough aims to be a one planet community by 2025 with residents having the opportunity to live healthy sustainable lives on an affordable budget. A framework of priority actions is in place to ensure that affordable measures and targets are met, often leading to savings. This involves delivering town wide improvements to enhance quality of life, particularly for low income households, whilst helping to secure more efficient and effective services.

During 2013/14, Middlesbrough Council will launch a Sustainability Assessment Tool to enable users to assess their work against each of the ten principles of One Planet Living. This simple, easy to use tool will take 20 minutes to complete and will enable users to view their work more sustainably. The tool will generate ideas for practical, cost effective actions to enhance and add value to proposals with economic, social and environmental concerns in mind, ensuring services are delivered with optimum efficiency and effectiveness, continually improving conditions for residents and achieving budget reductions.

A One Planet Living e-learning tool will also be launched for Council, partner and community use. The externally funded online learning tool is designed to inform and empower employees and residents about One Planet Living in an easy to understand format that is accessible, informative and engaging. The tool will provide users with advice and further guidance helping residents to live more sustainably, with more money in their pockets.

## ONE PLANET MIDDLESBROUGH – CREATING SUSTAINABLE COMMUNITIES

In September 2012, a partnership led by Middlesbrough Environment City was awarded just under £1 million from the Big Lottery Fund 'Communities Living Sustainably' Programme to deliver a community engagement programme in Middlesbrough aimed at creating a sustainable One Planet Town. By engaging a greater number of residents in actions that promote sustainable living and behaviours, the project will improve Quality of Life and address the social, economic and environmental challenges faced by residents.

One Planet Middlesbrough: Creating Sustainable Communities is following the One Planet Living model. The project is working with 11 project partners who will deliver 15 projects over the next five years.

One Planet Middlesbrough is a test and learn initiative using a variety of approaches to work with residents, communities, and businesses across Middlesbrough to promote sustainable behaviours. Middlesbrough Environment City will deliver marketing, promotional and communication campaigns, including social media and other forms of engagement as well as recruiting, training and supporting over 100 volunteers who will act as advocates on making changes to their own lives and then encouraging others to do the same.





## One Planet Middlesbrough Review 2013

Edited by  
**Claire Bell**

With contributions from

### **Middlesbrough Council**

Jeff Duffield  
*Health & Development Manager*

Gamini Wijesinghe

David Jamison

Gavin Lonsbrough

Ken Sherwood

Philip Shaw

Steve Binks

Chris Orr

Anne Gladwin

Debbie Ingoldsby

Carolyn Gledhill

Tosh Warwick

Ian Featherstone

### **Middlesbrough Environment City**

Mark Fishpool  
*Director of MEC*

Brian Simpson

Joe Dunne

Dennis Reeves

Phil Tate

Claire Robinson

Lesley Lowe

Kim Baines

Catherine Boyle

Mike O'Reilly

Mark Quinn

### **Fabrick Housing**

Chris Smith  
*Managing Director - Erimus*

Samantha Granger

### **Partner Organisations**

Fabrick, Teesside University, Middlesbrough College, James Cook University Hospital, Friends of the Earth, Community Venture Limited, Community Service Volunteers RSVP, Federation of City Farms and Community Gardens, Groundwork North East, Middlesbrough and Stockton Mind, Staying Put Agency, Tees Valley Arts, West Middlesbrough Neighbourhood Trust, Cosyseal Insulation Ltd, MG Insulations, Northumbrian Water, Calm Digital, Middlesbrough Shopmobility.