

North Northamptonshire Climate Change Strategy

GHGs

Opportunity

CO₂

Housing

Transport

Biodiversity

Mitigation

Energy

Industry

Just Transition

Adaptation

Agriculture

Behaviour Change

Electric Places

Supporting NNC with programmes and projects to propel clean and green economic growth

Electric Places (Electric Corby CIC)

- Not for profit social enterprise - a mission to guide organisations, places, and people to net zero
- Over a decade delivering expert advice, support, and grant access programs for businesses in NN

NN2NZ

- Low-carbon strategic options analysis for the North Northamptonshire
- The Business Decarbonisation Programme aligns with NN2NZ recommendations – targeting key NN emissions (fleets, energy use, heating)
- Builds on existing business engagement

DECODE-Corby - a decarbonisation plan and delivery body for the industrial and manufacturing cluster around Corby

NN2N Boost for Business (B4B) - aimed at SMEs in North Northamptonshire, to help businesses develop tailored carbon reduction strategies and foster a green, thriving local economy

Journey to NZ – a local business decarbonisation network with an inward investment prospectus and website to support North Northamptonshire's transition to a net zero economy

North Northamptonshire Climate Change Strategy

2023 - 2027

At its formation in 2021, the **Council declared a Climate Emergency** and commissioned work on the **North Northants to Net Zero (NN2NZ)** project

In 2022, it set a target to be **Carbon Neutral by 2030** and agreed its first **Carbon Management Plan**

The Council has now commissioned a **re-imagined Climate Change Strategy** in response to

- the evolving landscape of climate action
- recommendations from NN2NZ and other net-zero policy advancements

To position North Northamptonshire as a leading example of **sustainable, thriving, and forward-thinking communities** and an attractive place to live, work, and visit

Programme Overview and Objectives

Strategy Development Process

To address climate change impacts comprehensively across North Northamptonshire, support the journey to Carbon Neutrality by 2030 and promote a sustainable, thriving community

1. Data and Policy Review

Objective: Establish a foundational understanding of our current climate action position.

- Gather and digest past policies and evidence bases
- Local strategies
- Seek out guidance and support for best practice (e.g. Oxfordshire)

2. Stakeholder Mapping and Engagement

Objective: Develop the Strategy with broad input reflecting the diversity of needs in NN

- Comprehensive set of stakeholders identified and provided
- We are systematically approaching and engage all identified

3. Draft Strategy Development

Objective: Create a draft Strategy with actionable recommendations for climate change mitigation and adaptation

Activities: Integrate insights from reviews and engagements, emphasising tangible changes across key sectors.

Programme Overview and Objectives

Strategy Development Process

3. Draft Strategy Development

Objective: Create a draft Strategy with actionable recommendations for climate change mitigation and adaptation

- **Re-imagine** the current Climate Change Strategy adding action-oriented recommendations
- **Mitigation** – strategy to change individual and organisational behaviour to reduce GHG emissions
- **Adaptation** – risk management approach on how best to address new and emerging risks

Risk Management Approach

- Structured approach for ongoing management
- Assess risks based on latest data
- Structured action plans based on best practice
- Real life case studies for Operational Resilience

	Storm/Wind	Cold	Heat	Pest, Fes & Outbreaks	Drought	Flood	Wild Fire
Power							
Water							
Food & agriculture							
Shelter							
Transport & logistics							
ICT							

Programme Overview and Objectives

Strategy Development Process

4. Public Consultation

Objective: Align the draft Strategy with community aspirations and concerns.

- Leverage existing panel of 700 residents and known stakeholders
- Investigating 'Citizens Assembly' based on successful Oxford model – but for a fraction of the cost
- Demographically inclusive input and direction on scope and pace



5. Strategy Refinement

Objective: Finalise the Climate Change Strategy by incorporating public and stakeholder feedback

- Take feedback and guidance from consultation to build a defensible strategy
- Report with teeth – backed by broad consensus – not just from the engaged

6. Launch Completed Strategy

Objective: Formally release the final Climate Change Strategy and begin implementation

- Present the Strategy to the Council
- Organise a public launch event (possibly NNClimate24)
- Ensure digital accessibility for community involvement

North Northamptonshire Climate Change Strategy

2023 - 2027

Engage the **un-engaged**

Drive the **positive opportunities**

Secure a **just transition** to Net Zero and beyond

Ensure coordinated **adaptation and mitigation is actioned**
across North Northamptonshire

Project Timeline and Milestones

North Northants Climate Change Strategy Project Plan									
As at: 04/04/2024	2024								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Stages									
Stage 1: Project Set-Up		█	█						
Stage 2: Evidence Base Data & Policy Review			█	█					
Stage 3: Stakeholder Input			█	█	█				
Stage 4: Draft Strategy				█	█	█			
Stage 5: Public Consultation						█	█		
Stage 6: Refine Strategy							█	█	
Stage 7: Public Launch & Handover								█	

Measure and link back to CO₂ tonnes saved to NN2NZ “Close the Gap” Trajectory to Net Zero

Business Decarbonisation Support Programme

Helping NN businesses recognise CO₂ reduction benefits, create plans and access grants for implementation

NN2NZ Boost for Business

Business Decarbonisation Support Programme

Helping NN businesses recognise CO₂ reduction benefits, create plans and access grants for implementation

We have designed a programme that aligns with NNC priorities

- Maximises engagement of varied businesses and types across sectors
- Targets high emissions sites and activities
- Will lead to impactful decarbonisation actions and outcomes

Engagement Strategy (use of cost effective, digital, scalable assets)

- CRM (Hubspot)
- Workshops, webinars, emails, social media campaign
- EPC analyses for NN – identify particularly energy inefficient sites
- AIDA (Awareness, Interest, Desire, and Action) approach to maximise engagement
- Funnel Process to systematically guide businesses through the support programme
- Toolkit to focus action on high carbon emitting and economically impactful activities (building heating, energy use, and vehicles)



Programme delivery

Strategic engagement that will drive low carbon business actions

Funnel process

Monitored and managed using a CRM

1. Information and Advice

1-to-many comms, workshops/webinars

2. Data Gathering Toolkit

Businesses access focused toolkits

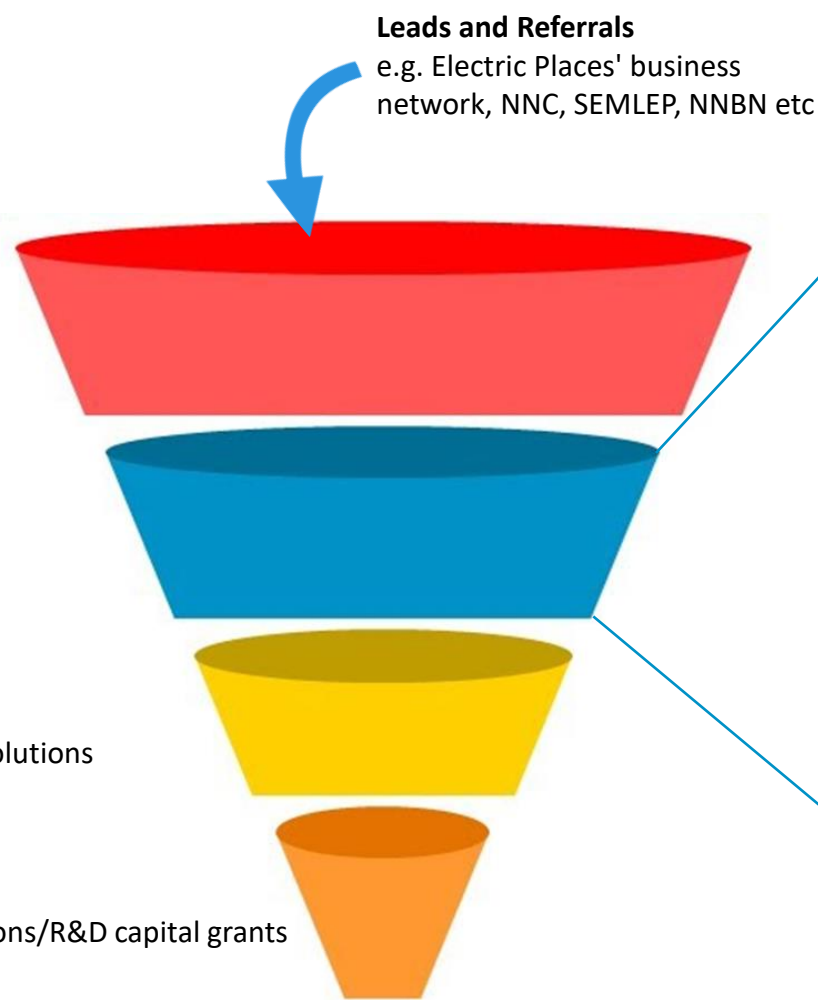
3. Expert Guidance

Analyse and interpret toolkit data.

Tailored advice for suitable low carbon solutions

4. Business Case Development

Identify and assist with funding applications/R&D capital grants



Data gathering toolkits

Building Fabric Efficiency

Thermal Imaging Cameras



Business Energy Monitoring

Easy-fit current clamps



EV Transition

Fleet EV simulator

Workshops

A series of workshops with provision to re-run to maximise participation

Minimum of 6 workshops with average participation rate of at least 50 businesses per workshop

- **Workshop 1. decarbonisation Benefits:**
 - Communicate tangible benefits, including cost savings, environmental sustainability, and potential access to funding opportunities.
 - This workshop will provide a baseline introduction - Net zero 101 - for SME's to gain an understanding of available technologies, solutions, local grid challenges and planning context for decarbonisation
- **Workshop 2. R&D and Capital Grants:**
 - Provide clear guidance on accessing capital grants for decarbonisation initiatives, outlining the application process, eligibility criteria, and potential funding amounts.
- **Workshop 3. Carbon Audit Opportunities:**
 - Introduce businesses to the opportunity for a complimentary, high-level carbon audit funded through the program, emphasising its value in identifying decarbonisation opportunities.
- **Workshop 4. Skills Development:**
 - Offer expert guidance for skills enhancement, covering topics such as top-level carbon audits and ROI analyses.
- **Workshop 5. Local Skills, Supply, and Installation:**
 - Highlight the advantages of using local trades for low-carbon interventions and provide information on additional local services, such as legal support for contracts and ESG benefits.
- **Workshop 6. Promotional Campaign Strategies: triple bottom line benefits**
 - Provide insights into effective promotional campaign strategies, helping businesses raise awareness of their decarbonisation and ESG efforts, fostering positive engagement from stakeholders and customers.

Outcomes and outputs

1. **Information and Advice** – TARGET 300 businesses engaged
 2. **Data Gathering Toolkit** – TARGET 30 business using toolkits
 3. **Expert Guidance** – TARGET 25 businesses receiving tailored advice/guidance, develop carbon reduction plans
 4. **Business Case Development** – TARGET 20 business accessing grants
- Business Engagement Strategy & funnel progression process – replicable and scalable
 - **Communications Plan** (AIDA marketing approach)
 - **Campaign of weekly marketing activities** (e.g. social posts, emails, phone calls etc)
 - **CRM** – platform set up to facilitate effective segmented communications, GDPR compliance, and tracking of businesses through the project funnel and tracking of KPIs.

Measure and link back to CO₂ tonnes saved to NN2NZ “Close the Gap” Trajectory to Net Zero

Timelines

North Northants DECARBONISATION BUSINESS SUPPORT Project Plan		2023 2024 2025																
As at: 09/01/2024		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Post	
Stages	Stage 1: Project Set-Up																	
	Stage 2: Planning & Definition																	
	Stage 3: Implementation																	
	Stage 4: Hand-Over & Legacy Planning																	
Stage 1	Incept team																	
	On-board stakeholders																	
	Establish management & steering committees																	
	Set up reporting framework																	
	Risk workshop																	
	Set up RAIDDs Log																	
Stage 2	Develop business engagement strategy																	
	Identify target audiences																	
	Craft communications plan																	
	Prepare the 4 thematic areas																	
	Assemble information & advice packs																	
	Source & prepare data gathering toolkits																	
Stage 3	Prepare expected guidance use cases																	
	Run communications campaigns																	
	Recruit new business customers																	
	Conduct workshops																	
	1. Decarbonisation benefits workshop																	
	2. R&D and capital grants workshop																	
	3. Carbon audit opportunities workshop																	
4. Skills development workshop																		
5. Local skills, suppliers & installation workshop																		
6. Promotional strategies & benefits																		
Stage 4	Codify activities to establish as ongoing services																	
	Transfer outputs to designated successors																	
	Conduct PIR workshop & compile learnings																	