



Introduction to Norfolk Net Zero Communities

July 2024



Working in Partnership

This project is being delivered through the Norfolk Climate Change Partnership, which brings together key public sector partners to tackle climate change, through building healthy, resilient, sustainable communities and environments.



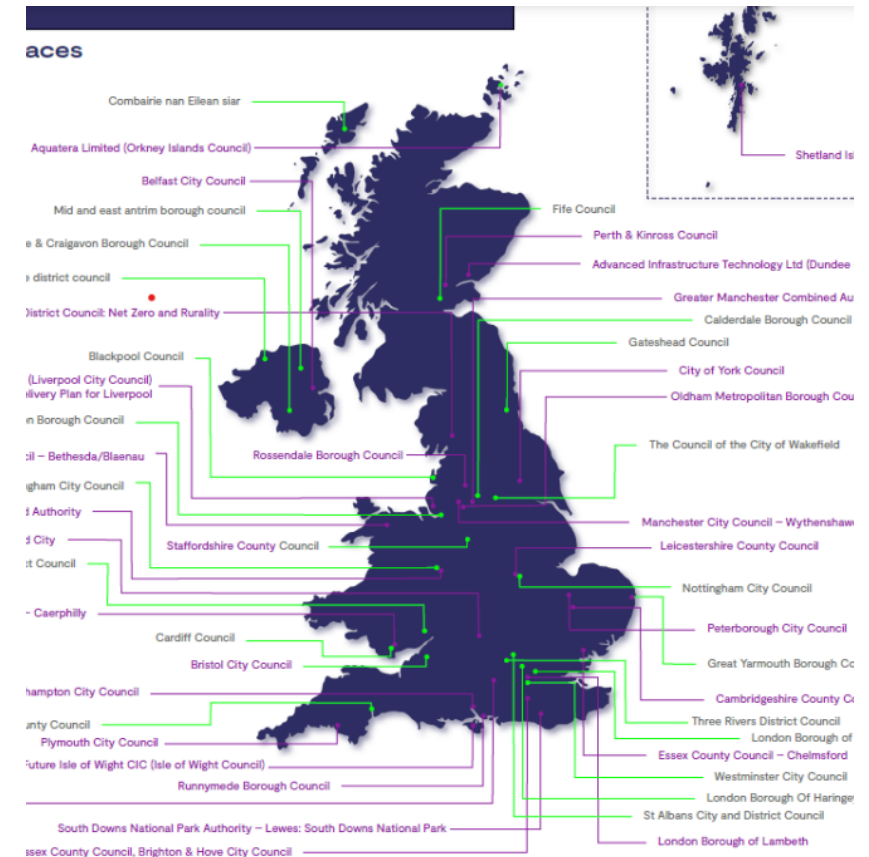
<https://www.norfolkclimatechange.co.uk>

Bid Background

In 2023 the Norfolk Climate Change Partnership secured £300K from Innovate UK to establish seven Net Zero Communities across Norfolk, with Great Yarmouth Borough Council acting as the accountable body.

Running from July 23-July 25, this 2 year project is the first across the Partnership.

The funding comes from the national Net Zero Living Fast Followers programme, that is looking at how we best deliver changes locally to reduce emissions.



The **ambition** of the Partnership and the project is to identify and overcome key 'non-technical' barriers to make it easier for residents to:



To make changes to properties so they are more energy efficient



Use greener ways to travel



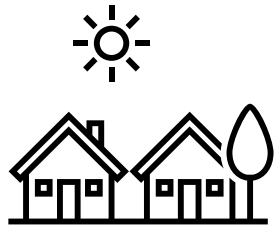
Create and access renewable heat and power

The project will build upon the Partnership's desire to increase action by reducing barriers people face, and connecting to and growing the local supply so there is greater local capacity and benefit for Norfolk



Citizen Preparedness

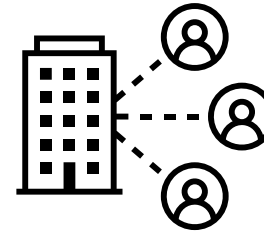
Clean Growth



Increase household demand through engagement and removal of barriers

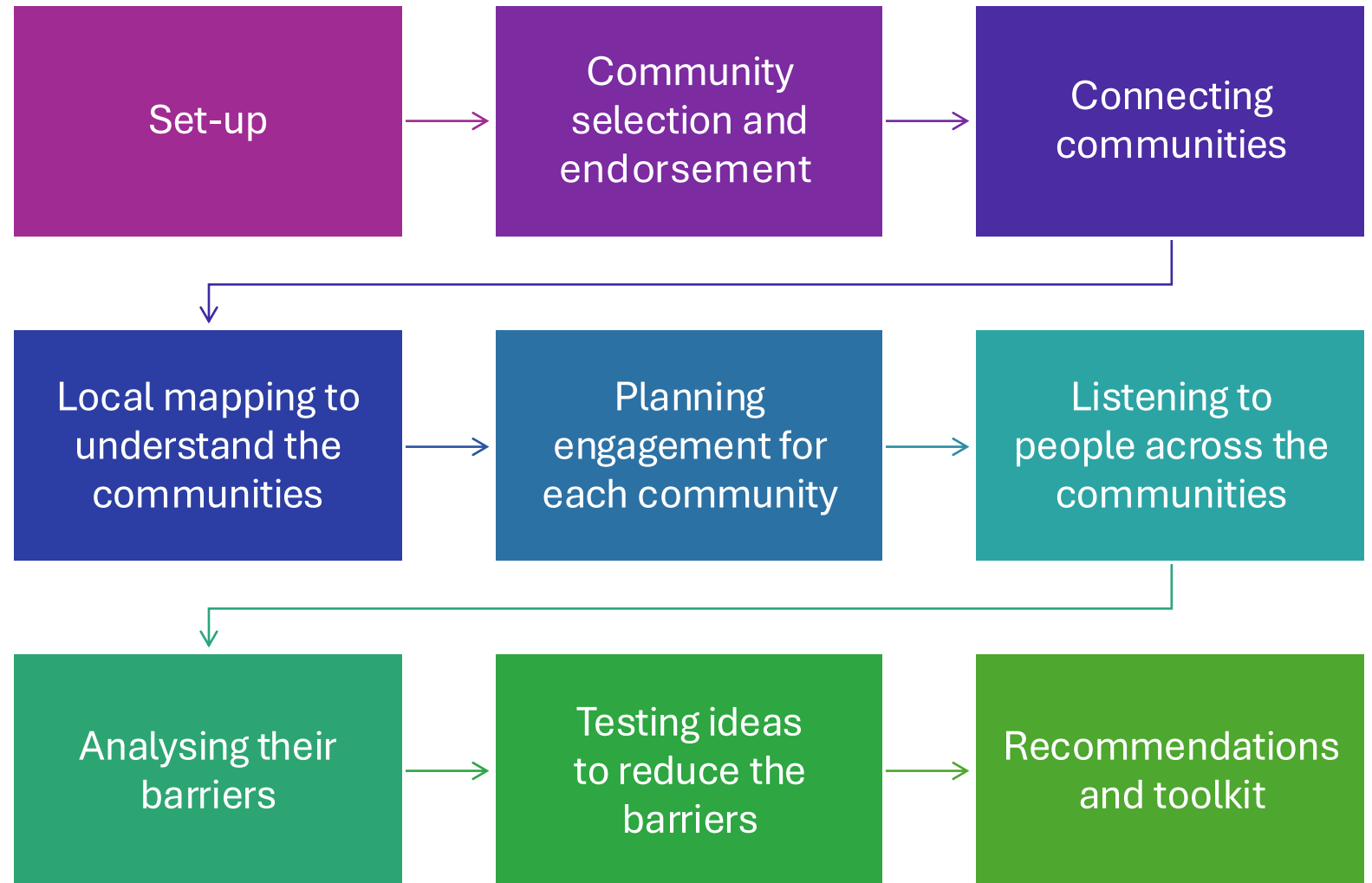


Place-based approach



Ignite Norfolk's clean growth business sector to meet the demand

The key stages of the project



Community Selection

One community in each of the 7 Norfolk districts, chosen by each District Council with support from the project, and in conjunction with Councillors and local community representatives. Together these communities provide a good cross section of Norfolk.

Community selection was informed by a comparison across 4 themes using open data and local knowledge:

- **The different community characteristics**
- **Community activity and organisations**
- **Potential to reduce energy and emissions**
- **Existing work taking place and local priorities**

For each community, local Parish and Town Councils or residents associations have been engaged and given time to understand and endorse the project.

Our 7 pilot places:

- Marshland St James
- Swaffham
- Eaton
- Loddon & Chedgrave
- Brundall Ward
- Ormesby Ward
- Stalham



Listening, engaging, discovering

Our project principles are:

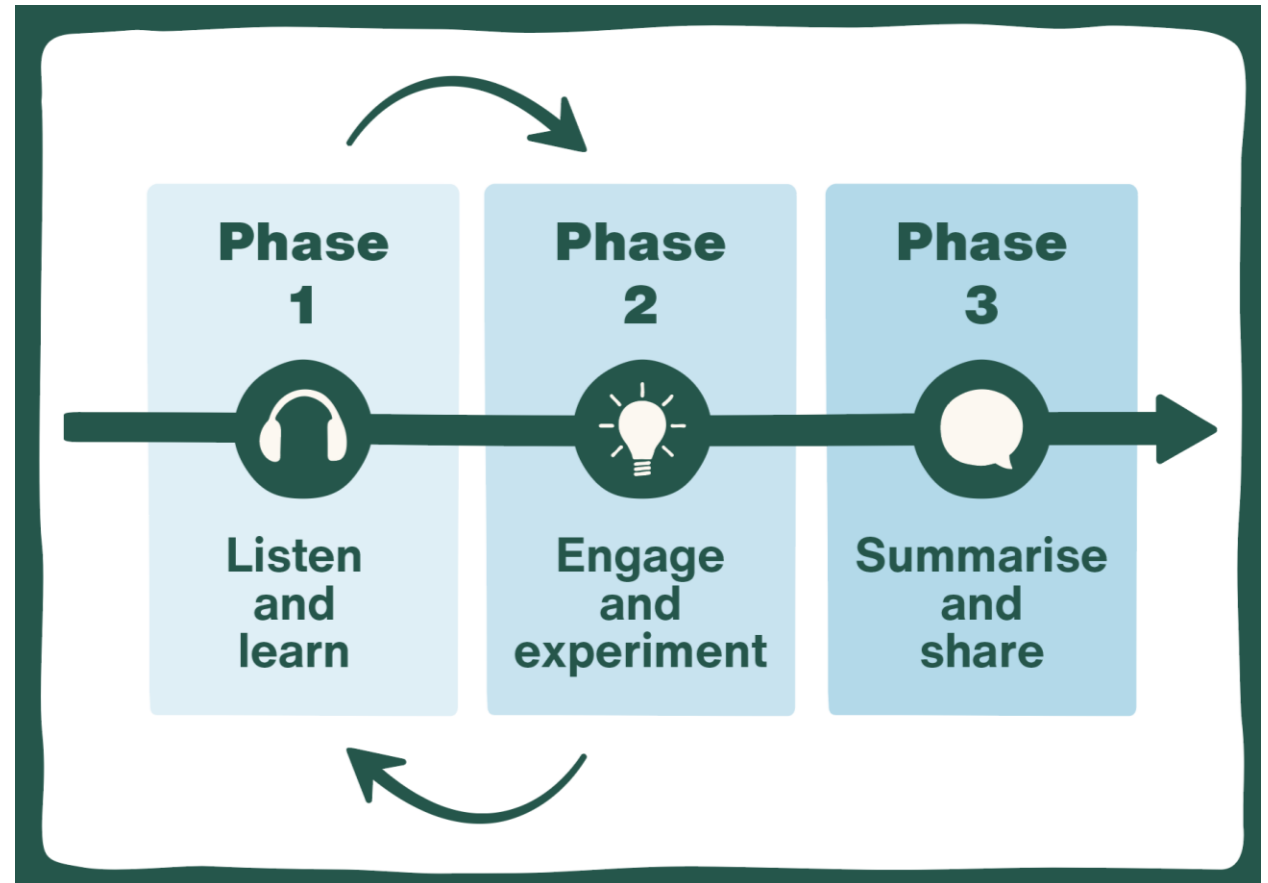
'With', not 'to'. Meeting people where they are. Understanding place and designing around people.

Led by Hubbub, a national environment charity working on behalf of the project, the engagement plan has three phases:

Phase 1: Listen and Learn – *Understand communities, capture barriers and opportunities*

Phase 2: Engage and experiment
August onwards – finding out what works to increase awareness and interest, and to reduce barriers

Phase 3: Summarise and share
November 2024 - provide recommendations on how to take the work forward across Norfolk



How does it relate to work in Norfolk

The project is working to help and connect with local initiatives, to bring greater benefit to the participating communities and Norfolk as a whole. Below is a selection of the connections being made.

**Sustainable/rural
transport
initiatives**

**Electric vehicle
charging**

Energy plan

**Community
energy**

**Retrofit/green
growth skills and
supply chain
projects**

**Voluntary and
community
sector**

**Retrofit/warm
homes work**

**Local
Climate/Net
Zero planning and
engagement**

What will the project and its findings lead to?



Increasing scale of action and reducing emissions and reliance on fossil fuels



Improved housing, wellbeing and livelihoods



Making best use of funding / finance & capturing economic benefits



Preparing local communities and economy for transition



New ways to engage people around net zero, improved communications, greater involvement of communities

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