



Report to the Partnership for South Hampshire Overview and Scrutiny Committee

Date: 20 September 2023

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Subject: GREENPRINT FOR SOUTH HAMPSHIRE: GREENPRINT CONFERENCE

SUMMARY

The Greenprint for South Hampshire is a project seeking to shape a green recovery for our region, finding nature-based collaborative solutions to the economic, social and environmental challenges we face. PfSH have been supporting the Greenprint since the autumn of 2020, and have agreed to five shared priorities and a set of outcomes the Partnership should aim to achieve to create a distinctive recovery which reflects our local circumstances. This report summarises the discussions at the inaugural regional Greenprint Conference, held in June 2023. The Conference was focused on actions to deliver change, and in particular to deliver green skills and jobs. This report also recommends how actions should be taken forward.

RECOMMENDATION

It is RECOMMENDED that the Overview and Scrutiny Committee:-

- a) NOTES the contents of this report;
- b) NOTES that Joint Committee will be asked to:-
 - i. NOTE the discussions which took place and actions which the inaugural Greenprint Conference suggested (at **Appendix 1**);
 - ii. NOTE the list of priority actions which are suggested by the Steering Group, at **Appendix 2**;
 - iii. ENCOURAGE the development of further Greenprint pilots, building on the example of Portsmouth City Council; and
 - iv. AGREE to continue to take a leading role in driving forward a regional green recovery, with the Chief Executive group to advise on the best mechanism to achieve this; and
- c) consider any comments to be passed to the Joint Committee for consideration.

Background: What has been achieved to date

1. In the summer of 2020, in the aftermath of the first bout of Covid-19 and the nationwide lockdown, a series of seminars led by the Southern Policy Centre identified a widespread desire across the central South to build an economic recovery which directly address the environmental and social challenges we face. The Greenprint project was launched and PfSH took up the challenge.
2. The project has been led by colleagues from the New Forest National Park Authority, the Universities of Portsmouth and Southampton and the Southern Policy Centre, working with a Steering Group which includes PfSH member councils and Solent LEP. We have been ably supported by Postgraduate Students seconded to the project by the University of Southampton.
3. In the past three years we have made substantial progress in building consensus around a framework for a green recovery in South Hampshire and neighbouring areas – Bournemouth, Christchurch & Poole Council have been partners in the discussions throughout. No doubt members of Overview and Scrutiny Committee will recall previous reports and decisions, but a quick summary will remind the Joint Committee of the agreed priorities for action to help realise the region's ambitions.

Priorities and Outcomes

4. In July 2021 the Joint Committee agreed five shared priorities for a green recovery. These priorities, which were drawn from the plans and ambitions of organisations across South Hampshire, identify the areas where there is the richest potential for collaboration across our area:
 - a. tackling the climate crisis by delivering **net zero with nature**
 - b. using nature to protect our communities' health and wellbeing by building a **natural health service**
 - c. enabling recovery, protection and enhancement of our **world class blue/green environments**
 - d. creating **great places through quality design and build**
 - e. making our region a **centre for excellence in green skills and jobs**
5. Joint Committee members have also agreed ten key outcomes for these priorities, two for each priority (although there is much overlap, with most outcomes having a secondary impact on other priorities). Those outcomes define areas where we can make a difference by working together and provide the framework for identifying the proposed actions outlined later in this report.
6. Table 1 below lists these outcomes, which were discussed in more detail in the report to the Joint Committee in February 2022 (where the table is taken from). Importantly, these outcomes were developed in discussion with both local authorities and a wider group of public and private sector organisations working in South Hampshire, giving them real credibility and wide ownership.








Priority	Objectives									
	Net Zero auditing	Decarbonised energy and transport	Access to nature	Sustainable Healthcare	Land restoration and protection	Water restoration and protection	Zero carbon build and retrofit	Design, build and nature	Greening the curriculum	Light to dark, green jobs
Primary objective 										
Relevant objective 										
Net zero with Nature 	★	★	●	●	●	●	●	●	●	●
Natural Health Service 		●	★	★	●	●		●	●	●
Blue/green environments 	●	●	●	●	★	★		●	●	●
Quality in design & build 	●	●	●		●	●	★	★	●	●
Green skills and jobs 	●	●		●	●	●	●	●	★	★

Table 1: the ten outcomes PfSH has agreed will help achieve a green recovery – table illustrates the primary and secondary impact of outcomes on each priority

- Following the agreement of priorities and outcomes the focus of work has been on identifying the specific actions which PfSH member councils and partners can take to help achieve the green recovery we seek. Interviews with a number of those who took part in the Community of Practice workshops last autumn helped identify the actions which participants believe are necessary to help deliver the agreed outcomes and so Greenprint priorities. Based on these interviews five summary reports were compiled, one for each priority, and reported back to the Joint Committee in September 2022.
- The Greenprint pilot project at Portsmouth City Council, also reported back to the Joint Committee, together with discussions with a wide variety of partners offers a basis for identifying the menu of actions which PfSH member authorities and their partners can deliver.

The Greenprint Conference

- As outlined above, the Greenprint framework has been built with full input from a range of regional organisations from across the public and private sector. The same approach is essential in determining the actions councils and others should take to help realise shared ambitions. For that reason, the Steering Group planned a conference to widen awareness of the framework and discuss what can be done to achieve progress. The outputs of that, we concluded, would complement the interviews and other conversations mentioned above in helping shape the menu of actions.

10. The inaugural Greenprint Conference was held on 30 June at Southampton University, organised by colleagues from Solent LEP with generous financial support from the University. The event was a success, attended by c.80 individuals from councils, universities, local businesses and others, with a further 60 on-line attendees. The Chair of PfSH spoke to open the event, as did representatives of Southampton University and New Forest National Park Authority. Alongside presentations and a panel discussion with a Q&A session the Conference included a series of workshops.
11. Whilst the Conference gave participants the opportunity to explore all aspects of the Greenprint framework, the Steering Group decided early on in planning the event that there should be a focus on how Greenprint could help tackle the region's skills and employment challenges – perhaps one of our highest shared priorities. With that in mind, discussions explored, *inter alia*, skills and knowledge needed to tackle health inequalities through greater access to nature.
12. Each of the Conference workshops identified a number of actions which could be taken to help deliver the green recovery Greenprint seeks to encourage, with, as noted above, a particular focus on skills, capabilities and jobs. These are summarised in Appendix 1, fuller reports from each workshop have been prepared and are available. This summary is included to show the breadth of ideas discussed and demonstrate the widespread enthusiasm for action which was evident throughout the Conference. It is notable that several of the ideas are already being discussed by some PfSH members.
13. The Steering Group have discussed these actions and prepared a list of recommended priorities which are at Appendix 2. Given that the essence of Greenprint is to encourage organisations and partnerships to develop a bespoke approach which draws on both regional and local priorities rather than dictate specific actions, these are presented as steps to encourage that locally rooted model. Together they aim to raise awareness, encourage involvement and planning of a locally-based response, and use this 'bottom-up' model to build a wider regional programme of action. Joint Committee are asked to endorse this list of priorities as a basis for next steps in developing the Greenprint. The Steering Group propose further work draw on remaining resources from PfSH financial support (see below). If Committee agree in principle, then the Steering Group will develop a more fully worked up programme for practical action.

Encouraging Action and Managing the Greenprint

14. In many respects the Conference marked the end of the development stage of the Greenprint. We now have a coherent and widely endorsed framework for action, and the Conference demonstrated the breadth of organisations wishing to be more closely involved. The initiative has gained a solid reputation for being one of the leading projects driving an integrated and collaborative approach to green recovery across a region. We now need to focus on delivering the actions which have been identified and outlined above and in **Appendix 2**.
15. That delivery should start with PfSH member authorities and regional partners: universities, LEPs, businesses. The work that Portsmouth City Council have led to pilot the Greenprint framework has been invaluable in demonstrating how a 'whole organisation' approach can be taken to delivering a green recovery. To

make a real impact across the region we need other councils to follow Portsmouth's example, and we would invite members of the Joint Committee to step forward. That will put PfSH in strong position to encourage other organisations to participate.

16. There is now a real opportunity to build on both the Greenprint's reputation and the ideas and enthusiasm the Conference captured, taking a fairly light touch to guiding the further development to avoid curbing that enthusiasm or imagination. Local authorities should continue to guide the further development of the Greenprint, both because of their role as regional convenors and the authority they carry through their democratic legitimacy.
17. As we move towards a delivery phase, we recommend that PfSH should continue to take a leading and proactive role in driving the project forward. It is for the Partnership to determine how best to do that, but one option is to build on the existing model, with the cross-organisational Steering Group continuing to lead work whilst reporting into and being guided by the Joint Committee. That will require some resource to provide practical support, which could be drawn from officers across member authorities. There may also be value in identifying a lead Member from the Joint Committee to 'champion' the initiative.
18. The Steering Group recommend that the precise model for this be discussed by PfSH's Chief Executive group, including how best continuing work can be resourced.

Resources

19. Members of Overview and Scrutiny Committee may recall our last report detailed spend on communication and the production of a video. That and spending to support the project management has meant that approximately £7,000 of the budget of £20,000 PfSH allocated to this project remains unspent. In considering next steps, our preference is that this residual be used to help take forward actions identified in **Appendix 2**.
20. The Joint Committee's support has been key to generating other contributions. With a third Postgraduate student now seconded to the project the University of Southampton's contribution to the project has risen to around £25,000. The University also sponsored the inaugural Greenprint Conference, whilst Solent LEP provided resources to help make it happen.
21. There have been substantial contributions of officer time from many organisations, which has helped build the widespread engagement with the Greenprint. Notably that has come from the New Forest National Park Authority, who chair the project Steering Group, the Universities of Portsmouth and Southampton, and a number of PfSH local authorities.

Recommendation

It is RECOMMENDED that the Overview and Scrutiny Committee:-

- a) NOTES the contents of this report;
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- c) consider any comments to be passed to the Joint Committee for consideration.

Background Papers: None

Appendices:

Appendix 1: Greenprint Conference - Summary of Workshop Actions

Appendix 2: Recommended priority actions from Conference discussions

Reference Papers: Greenprint for South Hampshire – Update (27 July 2021)

<https://www.push.gov.uk/wp-content/uploads/2021/07/Item-10-Greenprint-for-South-Hampshire.pdf>

[Greenprint for South Hampshire – Update \(14 February 2022\)](#)

[Greenprint for South Hampshire: Delivering Action and Improvement – Update \(27 September 2022\)](#)

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Appendix 1: Greenprint Conference – Summary of Workshop Actions

Workshop 1a: Exploring how new and future skills are critical for a world-class blue/green environment

Leaders: Gordon Meadow (SeaBot Maritime), Zoe Colbeck (The Solent Cluster)

Suggested actions:

1) Enhancing Access and Collaboration:

- a) Foster partnerships between schools, colleges, and businesses to provide early career advice and exposure to green job opportunities.
- b) Develop structured communication and division of labour between local government entities to ensure consistent efforts toward green skills development.
- c) Facilitate collaboration between industry experts and educators to bridge the gap between skills needed and skills acquired.

2) Building Career Resources and Awareness:

- a) Provide dedicated career resources and training for teachers to effectively guide students toward green skills and job opportunities.
- b) Promote structured partnerships between industry professionals and schools, facilitating guest speakers and practical learning experiences.
- c) Improve coordination and communication between businesses and educational institutions to align skill requirements with course offerings.
- d) Support parents in understanding and promoting alternative career paths, including green jobs.

3) Collaborations with Different Sectors:

- a) Engage with the creative industries, media, and film industry to raise awareness, promote green messages, and enhance cultural capital.
- b) Establish partnerships with vocational schools to train and prepare young people for future upskilled trades aligned with green initiatives.
- c) Collaborate with religious institutions to integrate environmental stewardship and green values into their messages and activities.

4) Addressing Challenges and Obstacles:

- a) Overcome silos and foster knowledge exchange through structured collaborations and partnerships.
- b) Come to realise what “we do not know.”
- c) Advocate for long-term funding commitments to ensure the sustained implementation of green skills development programs.
- d) Enhance public awareness through effective marketing campaigns, highlighting the benefits and opportunities of green skills.
- e) Address the gap between skills needed and skills acquired by providing practical training, apprenticeships, and hands-on experiences.
- f) Offer real alternatives to university education.

5) Identified Challenges and Obstacles

- a) The rapid rate of technological change.
- b) A lack of political will and belief, coupled with competing priorities.

- c) A fear of making wrong decisions.

Workshop 1b: Financing net zero with nature

Leader Chris Fry (Accelar)

Suggested actions:

- 1) More regulation to clearly distinguish “good” from “bad” practice of nature-based net zero financing solutions. Good practice nature-based solutions to Net-zero financing should:
 - Have significant environmental benefit on a local scale
 - Have significant social benefit on a local scale
 - Be scalable
- 2) Create a database of verified carbon credits. The database should be fully transparent and accessible for customers. This would encourage collaboration across industries.
- 3) Raise awareness amongst the public of the benefits of nature-based solutions.
- 4) Convene Chief finance officers and authorities of public bodies to look at opportunities for Green Finance.
- 5) Establish collaboration between private, public, academia and finance sector to develop a project portfolio or a project pipeline for investment.
- 6) Within the Solent area, establish a centre of expertise that can help guide investment.

Workshop 2a: Creating the natural health service

Leaders: Jim Mitchell (New Forest National Park Authority), Mandy Preece (Natural England)

Suggested actions:

- 1) Establish a Centralised Directory Hub:**
 - a) Create a local directory platform to provide comprehensive information about green spaces, including national parks, to ensure easy access and awareness for all.
- 2) Collaboration and Community Engagement:**
 - a) Develop collaborative approaches that involve communities in the design and planning of initiatives to address barriers to access.
 - b) Employ innovative outreach methods, such as door-to-door engagement, to reach individuals who may be difficult to connect with.
 - c) Organise regular events and platforms to bring together individuals and organisations interested in enhancing access to nature.
 - d) Create a garden share scheme where people can offer their garden spaces to others to experience green space.
 - e) Establish secure online platforms to facilitate voluntary services and community engagement, enabling efficient collaboration and coordination.

- f) Emphasise personal relevance and community benefits to motivate individuals to actively participate in initiatives promoting access to nature.

3) Enhancing Access and Safety:

- a) Invest in 'welfare vans' to cater to the needs of individuals with accessibility and mental health requirements, e.g. we can't prescribe forest walks for anxiety if going somewhere alone makes people more anxious.
- b) Improve mapping and signage to highlight hidden green spaces and ensure ease of navigation.
- c) Implement accessibility features such as free parking, better bus links, wheelchair access, and suitable transport links to increase inclusivity.
- d) Address safety concerns by enhancing maps and developing safety apps to provide real-time information and emergency support.
- e) Consider the time of day when thinking about green spaces, e.g. a safe green space in the day can completely change its character in the dark. Implement measures to enhance people's safety in green spaces, such as well-lit paths and dedicated support networks.
- f) Install 5G infrastructure in remote green areas to improve connectivity and provide access to digital resources.

4) Green Social Prescribing and Natural Health:

- a) Develop virtual reality experiences to make Green Social Prescribing (GSP) more widely accessible, particularly in areas with limited physical access to nature. Virtual Reality can be a step towards going outside or an alternative when access to nature is not possible.
- b) Foster collaborations between healthcare providers, green activity providers, and job centres to facilitate GSP referrals and support holistic well-being.
- c) Utilise testimonies and visual displays in GP waiting rooms and surgery walls to promote the benefits of GSP and encourage its adoption.
- d) Create a package that encourages employers to actively participate in promoting natural health. Perhaps involves each organisation committing to providing one natural health offer to other participants in the Greenprint initiative.
- e) Improve planting in schools and ensure proximity to nearby green spaces to foster a nature-rich learning environment.

5) Inclusivity and Imagery:

- a) Diversify public imagery to reflect the diversity of individuals utilising green spaces, promoting inclusivity and representation.
- b) Develop and promote education and exposure programs to familiarise individuals from minority backgrounds with green spaces and their benefits.
- c) Encourage schools to incorporate green spaces into their curriculum, facilitating regular access and educational experiences.

Workshop 2b: Creating great places through quality in design and build

Leader: Paul Ciniglio (National Energy Foundation)

Suggested actions:

1. Filling the required green jobs:

- a) Education institutions should use the sustainable angle to get young people interested in these careers. This renewable element may make these jobs more attractive to these age groups that tend to have greater interest in sustainability. This can be done once at the technical college stage, but also in secondary schools. This sustainable angle could have the potential to entice a more diverse range of students (e.g. could encourage more female participation in these jobs).
- b) Dedicated educational institutions can help to guide students toward upskilling. Students that come to an institution with specific ambitions can be guided toward renewable areas within that field.
- c) But this green training can't just be focused toward college-aged students as it could be decades before many are in positions to make major decisions that can make widespread change to companies. Green training also needs to target current 'decision makers'.
- d) How do we get workers to opt to upskill? In reality it would require time off of work and a subsequent pay loss. Financial incentives would solve this, whether they come from local councils or companies themselves.
- e) Need more information readily available and accessible on how to train for the required green jobs. For example, whole house retrofit plans are bespoke to individual homes and homeowner aspirations: retrofit coordinators are needed for this... but how do you find information on this job and a pathway to it?
- f) Creating networks of green groups that can help to coordinate access to this information, how to access training opportunities, and career pathways in these fields. These networks should include local councils, educational intuitions, NEF, energy companies, etc.

2. Encouraging homeowners to retrofit:

- a) Pressure on landlords. Currently, landlords are held accountable for minimum energy efficiency standards, with penalties likely to be increasing soon. Soon, retrofitting may be more energy efficient than not retrofitting because of future raised standards. Nevertheless, lettings agencies and departments could play a role in encouraging/requiring retrofits.
- b) Retrofitting terraced housing: a mechanism to cluster residents together to do block retrofitting could be developed. This is both because it is difficult to retrofit single houses when they share walls with other houses, and would make the retrofit more affordable as the cluster would share the cost.
- c) A clear stance from government/ local councils is needed. The goalposts surrounding sustainability and energy efficiency in housing have changed many times, which may be why the public are disinterested. This could require some lobbying of councillors and MPs to make this a priority.
- d) More funding and grants needed e.g. the Nationwide 0% Green Additional Borrowing Mortgage, which is an attractive loan for retrofitting. The biggest barrier to the retrofit challenge is individual cost, so the government and local councils need to prioritise funding for this as it is hard to get it moving otherwise. But even where funding has been allocated to this area, often the supply chain is not in place to support the demand, highlighting the importance of the coordination of funding and training in green skills and jobs.

Appendix 2: Greenprint Looking Forward 2023-2024

Below is a summary of recommended priorities for the next steps as we look forward with the Greenprint.

1. Rollout of the Greenprint framework.

For the Greenprint framework to be applied successfully across the Central South, we as the Steering Group need to lead by example. We have already undertaken a successful Greenprint Pilot with Portsmouth City Council. Learning from the pilot, members of the Steering Group should encourage their organisations to participate in the Greenprint rollout.

Possible order of actions

- Members of the Steering Group to identify a responsible person for coordinating the Greenprint rollout within their organisation. Subject to agreement by the Steering Group members, such responsible person could be named “Greenprint Coordinator”, “Greenprint Champion” or similar.
- Karolina Zarzyczny (Policy Associate with the Greenprint) with support of the core Greenprint team, to develop a Greenprint Rollout Manual which provides support to the participating organisations. Karolina can then provide an introductory session to the Greenprint Rollout to all Responsible persons.
- Responsible person for the Greenprint rollout to identify relevant persons which can participate in Greenprint Workshops. Phase 1 workshops will focus on mapping the organisations activities against the Greenprint framework. Phase 2 workshops will focus on selecting actions to improve the organisations performance against the Greenprint framework. Workshops should cover all applicable Greenprint Priorities (where relevant, multiple Priorities can be reviewed in a single workshop).

2. Development of the Greenprint Network.

One of the key outcomes of the Greenprint conference is the identified need for a communicative Greenprint network. Delegates highlighted the need for a platform or a way to regularly share ideas, challenges, and opportunities for collaboration or joint funding applications.

Possible list of actions

- Steering Group to identify a method of collating a “mailing list” for those interested in the Greenprint framework, allowing for regular Greenprint updates, and general opportunities.
- Create Networks which can build of Communities of Practice, based around each of the Greenprint themes. The networks should be monitored by responsible people, identified by the Steering Group (perhaps members of the Steering Group or those working closely with the Greenprint). The networks should utilise easily accessible platforms (e.g., LinkedIn Groups) which allow users to instantly share relevant resources.
- Greenprint team should identify key individuals to be invited into each network to ensure key players are linked as appropriate. For example, the Greenprint Conference on Future Skills for World Class Blue/Green environments identified the need for improved communication between education institutions and employers, as well as joining up organisations (e.g., faith groups) to help disseminate green messages.

3. Development of a centre of expertise to help guide green investment.

We need a collaboration between private, public, academia and finance sector together to develop a project portfolio or a project pipeline for investment. Such portfolio development could be supported by the Greenprint Network.

Possible actions

- Convene Chief Finance officers of authorities and public bodies in the area to look at opportunities for Green Finance.

4. Measuring and monitoring of progress

For green recovery to be successful across the Central South, we need measurable targets and the ability to monitor the progress.

Possible order of actions

- Greenprint team to check whether there is a general interest in the “Greenprint Tracker”. The tracker would be based of the Climate Tracker developed by Prof. Bakr Bahaj. If there is a demand for such tracker, the Steering Group will need to identify possible measurable actions and outcomes which can be integrated into the tracker.
- Commitment to actions towards Green Recovery are needed from organisations applying the Greenprint Framework, and from the Steering Group members. The outcomes should be measurable and, on a specified timescale, (i.e., In 1 year, we will do X).
- A Greenprint Conference/Meeting could be organised on an annual/biannual basis, with each conference acting as a check-in, and an opportunity to present and discuss commitments and achievements since the last conference/meeting.

5. Development of a 1, 2 or a 3 Year Forward Programme Project.

Projects can be developed based on the key outcomes of the Greenprint Conference, and the Greenprint Consultations which were carried out in 2022.

Possible order of actions:

- Identify possible project around the key outcomes of the Greenprint Conference.
- Secure funding which can be used to employ PhD Greenprint Associates (perhaps via the Policy Associates programme at the University of Southampton? Or similar at the University of Portsmouth?)
- Greenprint Associates to support and coordinate individual projects based on the key Greenprint Outcomes.