



The Impact of Climate Change

The poorest and most vulnerable in our community will be worst hit by climate change. They will struggle to relocate and will suffer most from increased fuel and food prices. How can we ensure that those most in need can benefit from action on 40:20? What would be the most effective action for these groups?

Challenges Identified

- What do we need to communicate?
- How do we encourage the 'unconverted' to make use of offers such as 'The Green Deal'?
- We need to ensure we are protecting vulnerable people.
- How to adapt changing and diverse communities?

Suggested Solutions

What to communicate?

The first stage should be a 'sales pitch': basic awareness raising, which anyone could do with a little support on a neighbour to neighbour basis. The second stage could be a follow up and would involve much more technical expertise.

How to encourage people?

Start small, say with a few streets, and then spread sidewise, like a wave, across the borough.

Contact people indirectly, through existing organisations such as: credit unions and schools

Or contact people directly, on a neighbour to neighbour basis - like Brent Green Zones. (NB Start with 'Positive Greens' – one of the seven Defra categories.) People to do this could be recruited through: area committees; transition groups; and (some) residents associations.

Suggested Action Points

1. Target low income owner-occupiers and provide loans for improvements
2. Ensure all projects tested for value for money
3. Identifying and surmounting capital barriers is key – making cost bite-sized
4. People worry a lot about being ripped off by cowboy builders could 40:20 can endorse suppliers or contractors
5. Borrow best practice from other areas and local authorities

Convincing Non-greens

Convincing “non greens” How can 40:20 reach out to new people and organisations? Have we got the messages right? Which messages work best with different groups? How can we communicate home retrofitting, the Green Deal and Pay as you Save scheme? **Key phrases and words: Inspire, a human voice, stories, humour, tangible benefits, people are irrational, peer pressure, critical mass (needed for change).**

Challenges Identified

- How do we identify and contact the ‘non-greens’?
- What messages do we need to be giving out?
- How can we make use of the hard work already going on in the borough?

Suggested Solutions

Identifying and contacting the non-greens?

- Segment the population using the [Defra Pro-environmental Behaviours Report](#) and make use of the 4 E’s (Engage, Enable, Encourage and Exemplify)
- Rational figures and information not always the best route as we are all irrational people so vary information and style of delivery to maximise impact
- Early adopters are key to delivering change peer-to-peer emotional communication relaying acting as ambassadors for 40:20
- A community may not just where someone lives (i.e. pub, café, sports club)

The importance of providing clear information and a tailored message

- Basic info is still needed for some groups so this shouldn’t be forgotten
- Conflicting messages need to be addressed or explained
- Humour and human touch are essential

Social Capital – making use of the hard work already taking place

- Need to make use of resident associations
- Address active residents who are part of communities that operate outside of the borough
- Need to convince people using the story behind the action and share the tangible outcomes and benefits relating to health and affordability

Suggested Action Points

- Build case studies around people’s stories and journeys
- Encourage sharing of information – 40:20 info sheets
- Develop pilots across the borough for different projects such as transporting, retrofitting and the Green Deal
- Cascade info using local volunteers and existing networks to explain potentially complicated message



Involving Local Businesses

Involving local businesses Haringey has thousands of small businesses, many from ethnically diverse backgrounds. How can we encourage local shops to stock green products and green their premises?

Challenges Identified

- How do we get messages to businesses and get them to listen?
- How could businesses make use of the 40:20 website?
- How do we encourage and develop green enterprise?

Suggested Solutions

Ways to get the environmental message to businesses

- Case studies of businesses by sector showing benefits of going green. Made available in different languages.
- Work with volunteers and via word of mouth including networks like Friends of The Earth, Traders Associations, Neighbourhood Watch, The Highgate Society, HICAN etc.
- Ensure an area based approach, so local businesses talk to each other about green benefits.
- Use the power of customers to spread the word about support and use consumer pressure to encourage businesses to stock green goods.
- Could big businesses like the Co-op share their skills with smaller businesses?

How could businesses make use of the 40:20 website

- Help community groups to share ideas
- Provide a directory of other 40:20 businesses
- Calendar of events which groups can upload their own events to.

How do we encourage and develop green business

- Material translated into different languages
- Market local food to local shops – have a 'buyers and sellers corner' on the website.
- Use success from businesses in Muswell Hill as case studies
- Features in local press about 40:20 benefits for businesses. Businesses read the local press as they advertise in it.

Suggested Action Points

- Make printouts available on website for volunteers to download
- Investigate if licensing could offer a green ranking
- Provide DIY energy audit on website
- Visible window stickers for 40:20 businesses
- Link to 40:20 site on every page of Council website and on school websites to ensure greatest possible exposure
- Create a clickable map of groups/what's on in local areas.



Social Enterprise Development

Social enterprise development A number of successful social enterprises are already operating in Haringey and elsewhere in London. Could these be replicated or expanded? Do we have the resources to do this? Is there potential for new social enterprise companies?

Challenges Identified

- What is a social enterprise and how can they be set up?
- How can we ensure the Green Deal will provide a good deal for people in Haringey?
- How can we create a financially self sustaining social enterprise?

Suggested Solutions

What is a social enterprise?

- Aim is not just to make a profit but for social or environmental purposes.
- The National Energy Foundation has produced guidance on setting up a social enterprise company.

How can we ensure that the Green Deal will provide a good deal for people in Haringey and training and jobs for local people?

- Could the Council set up a social enterprise to deliver Green Deal? Would the capital/investment risks be too great?
- Loft insulation take up in the Muswell Hill Low Carbon Zone has been low as the contractor is not offering loft clear out or works to create storage space. A social enterprise could provide a more tailored service and create jobs/training for local people.

How can we create a financially self sustaining social enterprise

Social enterprises often struggle financially in their early years. What could act as a money spinner that could subsidise less profitable activity?

- The savings that wealthy people make on their fuel bills in Muswell Hill could be reinvested into other activities.
- Is there an existing social enterprise with this experience that could be expanded to Haringey or share learning?
- Are there ethical investment funds that could be used to create social enterprise for Tottenham? Local people could be encouraged to invest in an ethical investment fund.

Suggested Action Points

Put these ideas on the Haringey 40:20 website and form a working group to promote social enterprise and take forward discussion to develop a social enterprise for Tottenham.



The Role of Schools

The role of schools 50% of Haringey Council's carbon footprint comes from schools and they will perform a vital role in ensuring future generations are equipped to deal with climate change. As the heart of local communities, they could also help involve thousands of families in 40:20. How are we doing this already, what is working, and what more do we need to do?

Challenges Identified

- Greater take up of [Schools Sustainable Investment Fund](#) (SSIF) needed
- Moving schools on from simply talking about recycling such as reducing their energy consumption
- Need to engage parents through school children
- Reducing emissions despite increased technology in schools
- How to encourage schools to make more sustainable procurement decisions?

Suggested Solutions

SSIF

Council needs to provide advice on what to do with the SSIF through 40:20.

- 40:20 could create 5-6 case studies of schools that have undertaken SSIF energy saving work.
- Promote SSIF to Head teacher and governor networks as well as general staff.
- Events on SSIF and procurement should be held for school business managers
- Target those schools that are most suitable for the measures that make the largest carbon savings.
- We should help link volunteers to schools so that they can engage with parents school events.

Encourage schools to make sustainable procurement decisions

- Could 40:20 help create an approved buying list with all school business managers if this does not already happen?
- Schools could publish comparable carbon emissions data for their buildings. This would give parents the ability to include environmental performance in their decisions about choice of school.

Suggested Action Points

In addition to the work on SSIF schools should be encouraged to identify and engage with popular environmental role models. 40:20 could help by identifying inspiring speakers that could visit schools and talk to pupils.



Community Action Hubs

Last year the council-led Going Green Conference voted to increase the number of 'community action hubs' across the borough. There are already a number of green hubs developing, such as the Finsbury Park and Crouch End Transition Town movements, and much work has gone into developing the Muswell Hill Low Carbon Zone. Where have these projects been most successful? Could these networks be expanded with a greater emphasis on carbon reduction?

Challenges Identified

- What is a hub?
- What do we want them to do/be?
- Can hubs for action be borough wide? Should they be local?
- How 40:20 website should be used

Suggested Solutions

What is a hub and what do we want them to do?

Hubs are centres of community action – they could be physical, or in some cases they are individuals (eg. the Green Zones volunteers). Hubs could be a central repository for information – measuring carbon emissions, setting targets, providing advice and help. Real resources are needed – volunteers are not enough.

- Voluntary action could be empowered through provision of concise information.

How 40:20 website should be used

The web site should be viewed as a resource hub, or central hub connecting the network of local hubs.

Networking of local hubs would enable community expertise to be shared amongst the hubs and enable them to develop further.

Physical hubs could advertise the 40:20 website and communicate the successes of 40:20. The website could also help to measure achievements.

Suggested Action Points

- A flexible way to support community groups might be to allocate a council officer to a hub for a week to use as they see fit – this would be an easy way to allocated resource with well defined limits.
- The Value in Nature network is looking to develop a map of community projects which could work alongside Haringey 40:20
- 40:20 could enable a network of local hubs to develop by providing reliable information, ways of measuring targets, networking and success stories



Re-visioning Tottenham High Road

How can we raise prosperity in the east of the borough while reducing our overall carbon footprint? How can we achieve this in a way which supports peoples well-being?

This dynamic and interactive session, led by the [New Economics Foundation \(nef\)](#) concentrated on developing a new vision for the area around Tottenham Green to establish a low carbon pilot zone.

The Area for Re-visioning

The discussion focused on the area bounded by St Anne's Road to Philips Lane Crossing West Green Road (N17).

A Map of the wider area indicating key development sites provided an opportunity to make connections to developments in the wider area – see Session Briefing Paper in Appendix 1.

The Challenge

Carbon reduction modelling carried out for Haringey demonstrates the scale of the challenge to achieve the 40:20 target. In the next 9 years:

- *1 in 4 car journeys will need to switch to public transport, walking or cycling*
- *On average road vehicles will need to be 30% more efficient*
- *1 in 4 homes will need to be refurbished with energy efficiency measures*
- *20,000 homes will need to be fitted with small scale renewable energy technology*
- *30,000 homes will need to be linked up to decentralised energy networks providing community or district heat instead of individual gas boilers and producing power we need closer to home rather than miles away in*

Achieving our carbon reduction targets is not just about the substantial technical or engineering changes we need to make. We also need to reduce indirect carbon emissions, (those CO₂ emissions which are produced elsewhere in the world as a result of our consumption choices) by:

- consuming less,
- buying long lasting goods,
- producing more food closer to home and,
- by closing the loop on resource use through intelligent design and eliminating waste.

Although Haringey is the 7th lowest carbon emitting borough in London, this is a reflection of the deprivation experienced by many people in the borough. This raises the challenge:

How can we raise prosperity in the east of the borough while reducing our overall carbon footprint? How can we achieve this in a way which supports peoples well-being?

Workshop session aim

To generate ideas for the area, and encourage discussion in the groups of ways we can design into the local economy sustainability and well-being features.

The session used **nef's** 5 ways to well-being¹ and a map of the area as visual ways to stimulate discussion.

Two sessions were held with groups of 8 and 5 people, with the session question being:

How would you re-design the area to reduce carbon and connect with more people, be more active, take notice (of what surrounds you), keep learning and give?

1. **Group conclusions & actions summary from the 2 workshop sessions**
2. **The town hall approach is a key transformational space**
3. **Need to balance financial and social returns – it cannot all be about money at expense of social impact**
4. **Be bold in taking actions for example:**
 - Transport: developing bike lanes and reduce car space,
 - Energy efficiency: using render on the outside of buildings to improve energy efficiency would dramatically change the visual impact of the area.
5. **Focus behaviour change on increasing well-being using education and social advertising locally.**

Ideas for action

Town hall approach

- Close off the area and make it a no car zone, turn it into a plaza The area becomes an urban green area
- Make it the gateway to the area– turn it into the focal point of the area where everything leads into it.
- With green walks and green cycle route leading into it
- Make it so people have to walk to it to spend time
- Use the space for markets
- Developing a coffee culture
- Landscape the area – make it a place people want to spend time in – green it!

Wards Corner:

- Retrofit existing building and maintain heritage of the space
- Make it a gateway to the borough
- Develop the Latin American market space.
- Develop Wards corner existing building to support the 5 ways to well-being.
- Create a place for new businesses to start, and a place to access networks of support
- Encourage businesses for repairing things

¹ The 5 Ways to Well-being are detailed in Appendix 2



Physical spaces

- Use the empty physical spaces in empty lots for markets
- Keep public spaces public
- Empty buildings taken over by local artists
- Maintain industrial heritage spaces as live & work space (noted these spaces heighten awareness of heritage, support well-being and impact positively on behaviour)
- Retro-fit buildings across area to support more live & work spaces
- Public spaces to meet, socialise, publicise events, and host notice boards.
- Develop public squares, pedestrian-friendly streets.
- Tottenham chances: education, heritage, entertainment, energy.

Green spaces

- Creating bridges to the marshes – through sharing information about them, and physical links through cycle ways / walks.
- Develop facilities in Chestnut's park – fair trade café

Take notice

- Engaging a wider group in the assets of the area. Drawing out hidden stories about the area. Looking at buildings, documenting them in pictures, engaging people in discussing the area.
- Guided tours around the area
- Maps of the area – so people can see the bigger picture, make a connection to - what's in their area - assets, green spaces, water, cycle ways.
- TFL and Google to put cycle routes on the map.
- Make things beautiful to make people take notice
- Social advertising for well-being

Business

- Greater diversity of shops
- Local shops for local people (shop local)
- Open up vacant premises for local businesses at no or low rent as part of encouraging a live & work initiative in the area.
- Create a hub space - example given of kings cross hub

Energy

- Leisure centre roof - install solar PV for energy generation, and on other suitable roofs in the area.
- Water power from the reservoirs
- Haringey create an arms length company to develop solar energy generation in area.
- Take notice: insulating existing housing stock – spark peoples curiosity about the savings
- A couple of big wind turbines at St Ann's Hospital
- Use Summerhill as retrofit exemplars
- Retrofitting can add value to property – find ways to appeal to homeowners self-interest.
- Energy saving training and education (keep learning)

**Food**

- Using flat roofs to grow food: Lawrence Road,
- Encourage container growing on roofs

Waste re-use

- Using waste from local businesses as insulation materials for buildings (locally)

Skills share / learning

- Intergenerational skills sharing within the schools premises e.g. growing food (West Green academy)
- Use physical space of college for peer-led skills share for sustainability, music, arts, other (College of Haringey)
- Create a hub space to support people to 'keep learning'

Transforming transport

- Park and ride based outside the area to cut down car use
- Travel distance study to see patterns of live & work, and also investigating the impact Oyster has had on travel distances.
- Expand congestion zone / or create a local version
- Expand car clubs
- Local alternative of Boris bikes
- Segregated cycle lane along Seven Sisters road all the way to Finsbury Park to encourage non-cyclists.
- Introduce safe cycling routes in area
- Better signage for existing cycle routes



Appendix 1

The Revisioning Area

Attendees at the 40:20 Conference are asked to consider how the selected “Revisioning Area” at the south end of Tottenham High Road could be developed into a low carbon pilot area, making suggestions for a new vision for the region. The Revisioning Area running along Tottenham High Road lies in the Tottenham Green and Bruce Grove localities, sitting to the north of West Green Road (and Seven Sisters station).

The Tottenham High Road corridor (A10/A1010) has been in decline over the years and now suffers from physical and environmental neglect. The poor visual quality of properties reflects the area’s low economic vitality, and the lack of maintenance. Despite this, it is an historic corridor with many important buildings listed by English Heritage as having special architectural and historical interest. There are also a number of large sites and open spaces along the High Road that have the potential for redevelopment and/or currently detract from the quality of the area. The Tottenham High Road Corridor Area Action Plan will set out the details of those specific locations.

Key sites in the Revisioning and surrounding area are:

- College of Haringey, Enfield and North East London
- Bernie Grant Arts Centre
- Tottenham Green Leisure Centre and Marcus Garvey Library
- Tottenham Town Hall and Newlon Housing Development
- Ward’s Corner
- Lawrence Road development site
- Broad Lane development site
- 596-606 Tottenham High Road development site
- Broadwater Farm Estate
- St Anne’s Hospital
- Tottenham Hale

Tottenham Town Hall and Newlon Housing Development

The Tottenham Town Hall has been recently been renovated by Newlon Housing Trust, and unveiled in March 2011. Newlon are now building 109 affordable new homes on the old depot site behind the Town Hall.

Ward’s Corner

Ward’s Corner is the area above Seven Sisters Station, bounded by Tottenham High Road, West Green Road, Suffield Road and Seven Sisters Road, including the Apex House site. Ward’s Corner is a key site for the Council’s regeneration plans for Tottenham High Road and Seven Sisters.

Plans include building 197 new homes, improving the entrances to Seven Sisters Tube Station, developing new shops and restaurants, redesigning the High Road frontage, and installing CHP technology. The Local Planning Authority (Haringey Council) are currently in the process of re-determining the Planning Application.

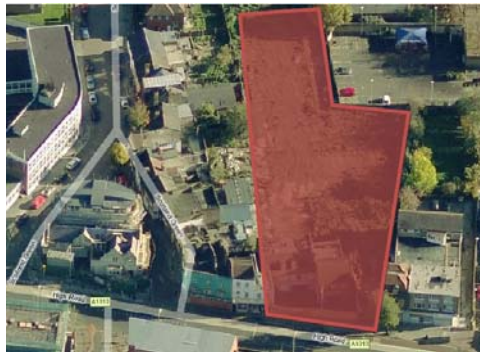
Decentralised Energy Opportunities

The following development sites within the “Revisoning Area” have been assessed for their potential to incorporate Combined Heat and Power (CHP) or district heat energy.

596-606 Tottenham High Road

Current Use: Derelict

Development Proposal: Mixed use, employment and residential



KEY: Red – Site; Orange – Medium density residential; Purple – High density residential; Grey – School; Blue - Commercial corridor; Green – Town Hall;

Site Assessment:

There is limited potential to incorporate CHP on the site due to the small scale and density of the proposed development. A communal heating system could be incorporated which would make it compatible with future proposed networks, for example at Tottenham Hale.

Broad Lane

Current Use: Car Park

Development Proposal: Residential



KEY: Red – Site; Orange – Residential Low rise; Purple – Residential High Rise; Grey – Education; Green – Health Centre; Dark Blue – Large Supermarket; Light Blue – Commercial Corridor; Pink – Industrial Area;

Site Assessment:

There is limited potential to incorporate CHP on the site due to the small scale and density of the proposed development. The likelihood of implementing a communal heating system is likely to be limited unless a communal biomass or ground-sourced system is installed at the site.



Lawrence Road

Current Use: Warehouses and offices

Development Proposal: Mixed use, employment and residential

Site Assessment:

There is a strong potential to incorporate CHP due to the scale, density and proposed mixed uses planned for the site. The site is part of the redevelopment of the whole of Lawrence Road, and therefore potential exists to link a district energy network to the future phases of the redevelopment.

There is a significant potential to look at developing a district heating system in the West Green area. The site at Lawrence Road could be linked with 2 or 3 other networks in the vicinity, such as Broadwater Farm Estate (existing district heating system), St Anne's Hospital (proposed district heating system).



KEY: Red – Site; Orange – Medium density residential; Purple – High density residential; Grey – School/college; Blue - Commercial corridor; Yellow – Future development site (mixed use), Green – Library and Leisure Centre with Swimming Pool

Broadwater Farm Estate

Throughout the 1908s the Broadwater Farm Estate gained a notorious image as a troubled and violent estate in Tottenham. In 1993, £33m of urban regeneration funds were allocated to start an 8-year Estate Action Programme (EAP) to renovate the estate.

The EAP brought the following improvements:

- Cladding of exteriors for improved insulation and a more attractive appearance
- Individual heating systems
- Re-wiring of electrics
- Concierge schemes and CCTV surveillance for extra security
- Landscaping of open spaces and play areas

Tottenham Hale

In 2006 Haringey Council adopted a Tottenham Hale Urban Centre Masterplan Supplementary Planning Document in order to steer the redevelopment of Tottenham Hale. Centred around the transport interchange at Tottenham Hale, the aim is to create a thriving, sustainable urban centre with new homes and an integrated mix of employment, retail and leisure uses.



Appendix 2

5 Ways to Well-being

Foresight's Mental Capital and Wellbeing Project has drawn on state-of-the-art research from across the world to consider how to improve everyone's mental capital and mental well-being through life. Evidence suggests that a small improvement in well-being can help decrease some mental health problems and also help people to flourish. The Project commissioned the centre for well-being at **nef** (new economics foundation) to develop 'five ways to wellbeing': as set of evidence-based actions to improve personal wellbeing. These are detailed below:

Connect

Connect with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the corner of your life and invest time in developing them. Building these connections will support and enrich you every day.

Social relationships are critical to our well-being. Survey research has found that well-being is increased by life goals associated with family, friends, social and political life and decreased by goals associated with career success and material gains. Governments can shape policies in ways that encourage citizens to spend more time with families and friends and less time in the workplace. For example, employment policy that actively promotes flexible working and reduces the burdens of commuting, alongside policies aimed at strengthening local involvement, would enable people to spend more time at home and in their communities to build supportive and lasting relationships.

Be active

Go for a walk or a run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness.

Exercise has been shown to increase mood and has been used successfully to lower rates of depression and anxiety. Being active also develops the motor skills of children and protects against cognitive decline in the elderly. Yet for the first time in history more of the world's population live in urban than non-urban environments. Through urban design and transport policy, governments influence the way we navigate through our neighbourhoods and towns. To improve our well-being, policies could support more green space to encourage exercise and play and prioritise cycling and walking over car use.

Take notice

Be curious. Catch sight of the beautiful. Remark on the usual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.



In the US, research has shown that practising awareness of sensations, thoughts and feelings can improve both the knowledge we have about ourselves and our well-being for several years. But the twenty-first century's never-ending flow of messages from companies advertising products and services leaves little opportunity to savour or reflect on our experiences. Policy that incorporates emotional awareness training and media education into universal education provision may better equip individuals to navigate their way through the information super-highway with their well-being intact; regulation to create advertising-free spaces could further improve well-being outcomes.

Keep learning

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Learning encourages social interaction and increases self-esteem and feelings of competency. Behaviour directed by personal goals to achieve something new has been shown to increase reported life satisfaction. While there is often a much greater policy emphasis on learning in the early years of life, psychological research suggests it is a critical aspect of day-to-day living for all age groups. Therefore, policies that encourage learning, even in the elderly, will enable individuals to develop new skills, strengthen social networks and feel more able to deal with life's challenges.

Give

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Studies in neuroscience have shown that cooperative behaviour activates reward areas of the brain, suggesting we are hard wired to enjoy helping one another. Individuals actively engaged in their communities report higher well-being and their help and gestures have knock-on effects for others. But it is not simply about a one-way transaction of giving. Research by **nef** shows that building reciprocity and mutual exchange – through giving and receiving – is the simplest and most fundamental way of building trust between people and creating positive social relationships and resilient communities. Governments can choose to invest more in 'the core economy': the family, neighbourhood and community which, together, act as the operating system of society. Policies that provide accessible, enjoyable and rewarding ways of participation and exchange will enable more individuals to take part in social and political life.