

Our Zero Selby; generating a community led just transition

OUR
ZERO
SELBY



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Lead Author: Charlotte Jones
Co-Authors: Louise MacAllister and Bryony Boyle

Introduction

The changes communities will experience as a consequence of the transition to a net-zero carbon economy remain unprecedented yet under-acknowledged and undoubtedly pessimistic. Within the narrative of climate friendly solutions nationally, the process of resource allocation results in the top-down pursuit of financial, regulatory and technological shifts, often overlooking citizens and communities and their ability to hold responsibility, identify localised solutions, generate innovative ideas, enable positive developments and self-govern their own community climate action.

This report outlines one of the two pilots in the Local Just Transition Challenge, which has enabled the local people in the market town of Selby in North Yorkshire, to take the lead on what a climate friendly future should look like. In creating a facilitated programme of community engagement, Our Zero Selby demonstrates how citizens, when given the opportunity, can take an active role in shaping their community to respond positively to challenges presented by climate change, whilst meeting the needs of residents.

This report is divided into marked sections to discuss the detail of the Our Zero Selby project to date; what it is, how it has worked, and the outcomes from the initial 12-months. The report concludes with where we are now, our intended next steps and an invitation to the next phase of Our Zero Selby as we continue to work collaboratively to give local people a voice, the chance to have their say to make decisions, and the support to take action!

Introduction to Our Zero Selby



Our Zero Selby is part of an ambitious national project: The Local Just Transition Challenge, led by leading sustainability not-for-profit Forum for the Future[1] with the UK's public participation charity Involve[2]. Our Zero Selby, with the strapline: Our community, our climate, our chance, was developed to demonstrate how communities and citizens can benefit from the transition to a net-zero economy when they are put at the front and centre of planning for their future.

By supporting collaboration with businesses, public authorities, and funders, Our Zero Selby aims to show how citizens and stakeholders are able to work together, agree common goals and put them to action. Selby was chosen as the first national pilot area, and Selby District AVS[3] was appointed as the local delivery partner, making up the third organisation in the delivery partnership.

What is a Net-Zero Economy?

“Net zero” refers to the balance between the amount of greenhouse gas produced by natural cycles or human activity and the amount removed from the atmosphere. We reach net zero when the amount we add is no more than the amount taken away. A “net-zero economy” refers to an economic system which achieves this balance.



What is a Just Transition?

The concept of ‘just transitions’ emerged from the U.S. labour movement in the late 20th Century. Its express focus was related to job security in the context of the transition from high carbon to low carbon industries, particularly the energy industry.

In recent years the national and international policy discourse has broadened significantly, looking to explore how the transition to a net zero economy (defined above) can be achieved while addressing not only worker livelihood concerns, but wider community, equity and social justice issues. The notion ‘justice’ within a Just Transition should include not only distributive, but also restorative, procedural forms of justice.





Why Selby?

01 Carbon Intensity

Carbon intensity of the local economy: Selby's existing industry lies in manufacturing, farming and distribution whilst being home to the biggest power station in western Europe.

02 Change Approaching

Faced with significant change - Selby District has a real opportunity to build on its links to the energy industry with a strong community mandate and VCSE sector to support citizens in this transfer of skills, delivering new employment prospects.

03 Former economic and social transitions

Historically, Selby was a leading coal mining area in the UK and as an important port on the River Ouse, was home to a large shipbuilding industry. As such, Selby has felt the effects of the former industrial transition. Our Zero Selby offers the community agency, and opportunities to build partnerships that can shape the transition to a net-zero economy in a way that delivers co-benefits for citizens.



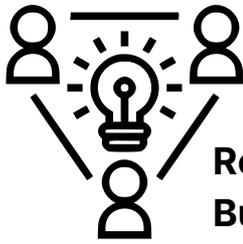
Our Zero Selby covers four demographically diverse localities within Selby: Selby Town, Barlby, Brayton and Thorpe Willoughby:



Through a programme of community conversations, stakeholder engagement, and deliberative events[4], the Our Zero Selby team has worked to enable a community-led vision of how to improve Selby while reducing greenhouse gas emissions in way that is just and fair. This vision is based on an action plan of priority project ideas developed by residents, businesses, and local VCSE actors[5]. The project is the first of its kind in Selby and takes an exciting grassroots approach that values and enables local residents to generate their own ideas for the future of Selby. In doing so, the ideas produced are grounded in the local context, and reflect the actual needs and aspirations of the community. Further, by listening to the views and ideas of residents and local stakeholders, community excitement and buy in is generated; creating a community cohort of residents and organisations to support future project delivery. This in turn will result in more participatory and resourced efforts to drive change towards a just transition, whilst also developing a best practice approach that can be replicated elsewhere and build momentum for the just transition nationwide.

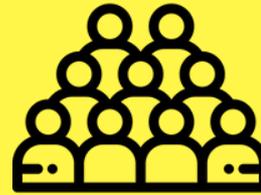
The Our Zero Selby Approach:

To create a community-led vision to achieve a fair and positive transition to a net-zero economy, the initial 12-month phase was split into four stages:



Relationship Building:

Working with local businesses, community groups, charities, and local authorities.



Crowdsourcing Ideas:

Holding a survey and talking to residents to understand what works well in Selby, where we can make improvements, and to hear ideas for projects and initiatives from Selby residents.



Creating a shared vision and identifying project priorities:

Holding prioritisation events in Selby to decide which ideas to develop, why, and how best to do this in Selby.



Project Development and Delivery:

Funding prospecting, to secure investment to deliver the projects and initiatives.



"I learnt lots of new information and learnt plenty about the effects of climate change and the things I can do personally to help tackle it. I enjoyed meeting new people and talking to people who I would otherwise not have met."

- Our Zero Selby Participant



The complicated language and technical carbon jargon around net zero and climate change can be a barrier to engagement and therefore, to enable citizen participation, Our Zero Selby focusses on five habitual, relatable and accessible themes:

1. Buildings we live in and buildings we use,
2. Our nature and green spaces,
3. The food we eat,
4. How we travel,
5. The things we buy and waste.

To support locally diverse engagement and action on the ground, an Advisory Group and a Partnership Group made up of key local and regional stakeholders has been convened to ensure the details of project planning, delivery and implementation are:

- Grounded in a good understanding of the local context;
- Aware of, complementing and aligning with existing strategies and initiatives;
- Understanding of the feasibility, challenges and opportunities;
- Meeting needs of all in the community.

The Partnership and Advisory Groups include a cross-section of local expertise covering educational institutions, public authorities, conservation and sustainability organisations, energy advice specialists, funders and service providers, as well as local businesses, faith leaders and disability action groups.



How it worked

This section will look into how the first year of community-level engagement worked in practice. As this entailed two distinct and chronologically important methods of engagement, this section is split into Crowdsourcing Ideas and Decision Making Events.

Crowdsourcing ideas

Our Zero Selby began with a crowdsourcing phase; a programme of engagement to generate ideas with a large number of people. The crowdsourcing phase used surveys, community consultations, and direct engagement to proactively engage different demographic groups in Selby over a period of six months.

The primary purpose of the crowdsourcing was to:

1. Gain Insight: to find out what the community already values and considers.
2. Build Awareness: increase the local consciousness around local net-zero transition.
3. Generate ideas: to introduce fresh perspectives to initial thinking around the themes of transition.
4. Inspire Confidence: to participate in these discussions and future projects.

Additionally, crowdsourcing sought to achieve community based outcomes:

1. Increase community connections: linking individuals and groups through shared idea generation.
2. Engaging new audiences: proactively seeking out those who would not normally participate in community consultation.
3. Building trust; establishing Our Zero Selby as a known brand and one that listens to the views of those in the community and is open and transparent in its decision making.
4. Building individual skills, confidence, and aspirations; to create a network of interested, enabled, and inspired local people who will have the confidence and capacity to take action towards net zero as individuals and within community initiatives.



"I felt as though I actually had a say in what might happen in the local area when it comes to issues I care passionately about, which has been refreshing, encouraging and hopeful. I've met interesting people and had some excellent debates."
- Our Zero Selby Participant



The crowdsourcing was split into differing methods of engagement each to foster community involvement and engagement:

COMMUNITY CONVERSATIONS

A facilitated one hour workshop with a community group, led by the project team, based on one of the five themes. Community groups ranged from employability course groups, Zumba classes from the local gym, Special Educational Needs College groups, community choirs, gardening groups, DWP Kickstart Scheme[6] participants, wellbeing cafes, computer clubs and volunteer groups.

SURVEYS

online or paper surveys aimed at local residents on each of the five themes covering context, habits and opinions. Each survey also included a chance for respondents to share feedback around what is good about Selby in relation to that theme, and what they'd like to see change or improve. Surveys were promoted across the town including on the project website.

LOCAL BUSINESS FORUMS/ SURVEYS

The business surveys asked questions to explore what businesses in Selby in the surrounding area are already doing, their experiences, ideas and any support they need.

SCHOOL CONSULTATIONS

To reach a range of ages, outreach included a facilitated one hour workshop with a focused group of secondary students, school assemblies with primary level pupils and surveys disseminated via pupils to complete with families at home.



"I believe I have seen how many local people are interested in these topics and projects. As a representative group, there is a large ground level of positive thoughts"

- Our Zero Selby Participant



Through these methods

The citizen crowdsourcing reached over 550 residents, aged between 14-65+, across a diversity of demographics in relation to geography, education attainment, socio-economic background, interests, and entry level to the topic of 'climate change', generating hundreds of individual insights across the five themed areas. These insights included relevant personal daily habits, thinking around community inclusion and fairness, reflections on local skills, jobs, health and wellbeing, and ideas for specific carbon-cutting community action!

York and North Yorkshire Local Enterprise Partnership (LEP)

As well as reaching local stakeholders through individual conversations, workshops and business forums, we also dispersed information with and through the following groups:

York and North Yorkshire Local Enterprise Partnership (LEP)

A partnership between local authorities and businesses, the LEP plays a central role in deciding local economic priorities and undertaking activities to drive economic growth and create local jobs.

Selby District AVS Sustainability Partnership

Including local authority, the Circular Towns Pilot local lead, and VCSE organisations including: Project Wild C.I.C., Incredible Edible, Woodmeadow Trust, Handy Gardeners group, Groundwork, WEA Yorkshire and Humber Green Branch;

Council Led Business Forums

Including three enterprise discussions with a variety of local SME businesses, social enterprise, and larger corporations. Including: local haulage firms, insurance brokers, recruitment agencies, graphic designers, print services and travel agents;

National Farmers Union (NFU)

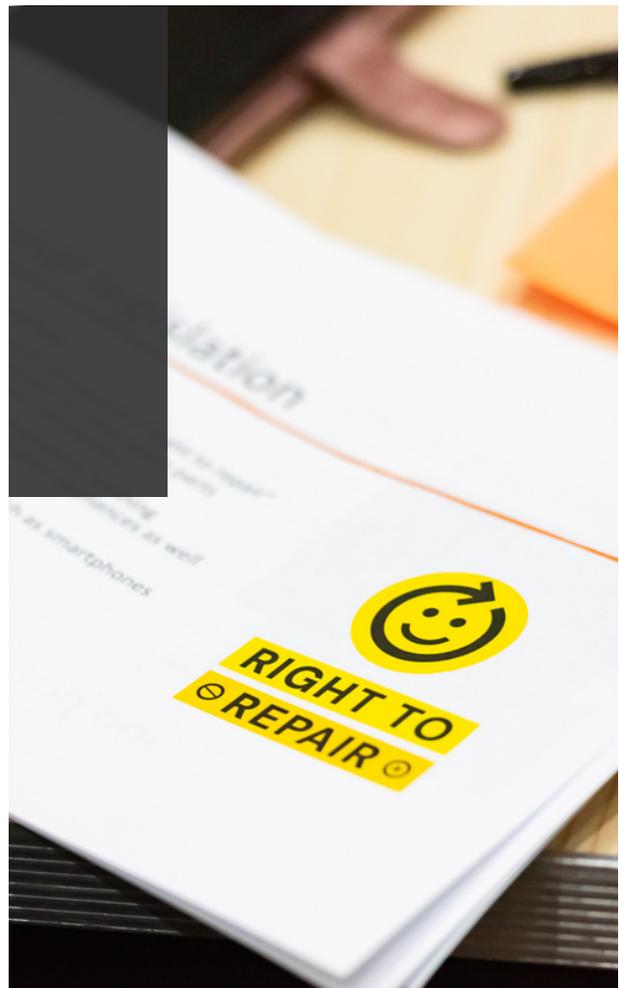
Member organisation/industry association which includes farmers in the local area.

The ideas generated through the crowdsourcing phase

Were collated and mapped into key ideas across the thematic areas. These ideas formed the basis of the decision-making events where they were prioritised.

Idea Insight

The ideas collated through the crowdsourcing covered everything from skills development, community owned energy schemes, local community composting, repair cafes, clothing swaps, local produce promotion and veg boxes, to district heat networks, rainwater collection methods, micro-wetland gardens, green social prescribing, development of the farmers market, car-pooling schemes and cycling path installation, – to name just a few!



Decision-making events

The prioritisation of project ideas was delivered with an exciting three days of deliberative decision making events with local residents, joined on the last day by a range of stakeholders. Designed and implemented by the project partner and UK's public participation charity Involve, this deliberative approach to the events, allowed participants to explore what Our Zero Selby could mean for the future of Selby, by:

1. Providing expert knowledge in lay terms to add to the local knowledge of participants to ensure they can make informed decisions;
2. Considering all the crowdsourced ideas;
3. Discussing the issues and options in facilitated small groups develop thinking together;
4. Coming to a view on which projects to prioritise, taking into account the values that inform other participants' opinions.

"I have absolutely enjoyed this event. It was more eye opening than I thought. Interesting, enjoyable and super engaging event that had you thinking about all the ways that connect our community in not only tackling climate change but improving Selby, our physical and emotional wellbeing"

- Our Zero Selby Participant



The events took place during March 2022, with 40 citizens recruited to reflect Selby's population by age, gender, ethnicity and educational attainment. Participants were recruited through:

- **On street recruitment:** across two weeks using an independent recruitment company.
- **Interested Individuals:** residents already on the Our Zero Selby mailing list were invited to express interest the event.
- **Advertisement:** the sharing of the information through social media networks and local newsletters to encourage any local people to express an interest in joining.

All potential participants

All potential participants gave demographic information that was passed to the recruitment agency, who used the local demographic profile to randomly select a representative sample from those who had expressed an interest. All participants were offered £75 per day to attend with expenses such as transport or childcare also covered, to eliminate the barriers participants may face to attend the events.



"Brought my attention to subjects I hadn't considered"
- Our Zero Selby Participant

"Yes I feel I gained a lot from the three days. I found it extremely informative and learnt a lot of things about stuff which goes on in Selby already. I enjoyed being able to give my input and have an impact on future projects in the area."

- Our Zero Selby Participant

During the events, participants worked through a mixture of whole group information sharing and small group facilitated process to consider and weigh-up different perspectives, with time to discuss issues with as many of their fellow participants as possible. The design of the event was structured, with a clear progression through learning and deliberation to reach a clear set of decisions together. Collective decision-making made as simple, productive and positive as possible!

Day 1 - What we did

- Learnt about 'climate change' through guest speaker presentations;
- Heard about local community-driven examples of climate action;
- Gained an understanding of the Our Zero Selby process to date and the origin of the project ideas;
- Learnt about each of the five themes and how they play a role in the transition to a net zero carbon economy, as well as the potential co-benefits they deliver to the community in terms of health, connectivity, and skills development.
- Invited Observers from regional bodies with an interest in community-led action on climate change to observe the deliberative process.

What did we achieve?

Collectively, the participants ended the first day with a base knowledge on climate change, Our Zero Selby and what local action could look like, and having decided on the criteria that would be used to prioritise the projects chosen. By working in groups to come up with ideas for decision making criteria, then voting on their top ten criteria, a fair, and resident driven approach was established to decide how to make decisions.

Resident led criteria for project prioritisation

- Build on what already exists;
- Provide opportunities for individuals and businesses (e.g. skills, growing, developing, self-sufficiency, make/sell/ reinvest);
- Be available, accessible, inclusive, and collaborative – for everyone;
- Be likely to succeed – must work in reality and practice;
- Have long term impact and become normal practice;
- Support and create community unity (works for all, creates strength and excitement, and continues);
- Address climate change including carbon emission reduction;
- Be sustainable in the long term;
- Have no negative impact on quality of life – affordable for the community and its members.

Day 2 - What we did

Led by a facilitator, participants rotated around tables, each covering one theme and on day two, participants rotated through three themes, working with different groups to discuss the array of ideas brought forward during the crowdsourcing phase. By working through the ideas and extra information provided, the table of participants were able to weigh up the pros and cons of each idea, debate and discuss if it would be a priority for Selby going forward.

What did we achieve?

Using the agreed project criteria, participants at each table prioritised the project ideas they would like to see taken forward under the theme.

The role of the facilitator

- Maintaining an overview of the process, ensuring that event objectives were met;
- Keeping discussions focused and productive to work towards the prioritisation of project ideas;
- Ensuring that the discussion remained balanced and everyone had a chance to speak and be heard;
- Attending to the spoken and unspoken needs of participants;
- Recording conversations through visual methods to identify projects and the journey the group took to get to the prioritised ideas.



"The enthusiasm and genuine caring attitude of the majority was refreshing and uplifting."
– Our Zero Selby Participant

Day 3 - What we did

The participants rotated around the final two of the five thematic tables building on the work of day two so that each group had covered all five themes. The participants were joined by a group of stakeholders representing local businesses, VCSE organisations and public authorities, who offered valuable local expertise and the unique perspectives of their organisations to the final deliberation and prioritisation of ideas.

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"To get that number and diversity of people gives confidence that the ideas are robust."

– Our Zero Selby Stakeholder

Recommendations and outcomes

This report has outlined how the Our Zero Selby deliberative process set criteria for local action in order to prioritise a pipeline of projects that contribute towards the community's vision. The outcome is a strong community mandate for a diverse portfolio of projects that can achieve measurable carbon reductions, whilst addressing issues of skills, jobs, social cohesion, fairness, health and wellbeing outcomes. Some projects are small-scale, others are long-term, multi-stakeholder investments, but each can play an important role in reducing carbon emissions and fostering a just transition.

This section provides an overview of the 25 prioritised projects, five within each of the project themes. A summary of each is provided and participants provided further insight, which will guide future project design and implementation. Participants recognised that, particularly for the larger and more ambitious projects, investment will be needed to enable project development and delivery.



Prioritised Project Ideas

Buildings We Live In and Buildings We Use



Project 1: Retrofit Existing Public & Community Buildings to Passivhaus standard

1. Why this was chosen

Participants chose this project for its robust impact on reducing emissions, and strong potential to deliver community benefit including education and jobs.

2. Towards net zero

This would deliver a cost effective and effective way to achieve low carbon buildings that would improve public and community owned buildings to a higher energy efficiency standard: following the best practice of Passivhaus. The retrofitted buildings could then be used to showcase the potential of retrofit through a programme of outreach and education to accelerate and deepen impact.

3. Towards a just transition

Through widespread retrofitting of public and community owned buildings within Selby, this project would reduce operating costs and in turn support the conservation of heritage and community buildings. The project delivery will generate job and training prospects for residents.

Project 2: Retrofit Existing Social Housing

1. Why this was chosen

Existing homes constitute 80% of housing stock so this project was chosen for its significant impact on reducing emissions, and strong social value by reducing energy costs for occupiers.

2. Towards net zero

This would deliver a cost-effective opportunity to achieve lower carbon homes by retrofitting properties to a high energy efficiency standard. Retrofitted homes can be used to showcase the potential of energy efficiency improvements and renewable energy technologies, to increase future take-up.

3. Towards a just transition

Improving the physical fabric of homes and reducing energy costs can improve quality of life and mental and physical health of local people. The volume of social housing and the opportunity to deliver a structured retrofit programme can deliver additional benefits for the people of Selby, creating opportunities for skills development and job generation. The creation of a skilled workforce would subsequently be available for retrofitting of private housing and community buildings.

Project 3: Retrofit Existing Private Buildings

1. Why this was chosen

Existing homes constitute 80% of housing stock so this project was chosen for its significant impact on reducing emissions, and strong social value by reducing energy costs for occupiers.

2. Towards net zero

This would deliver a cost effective, opportunity to achieve lower carbon homes by retrofitting properties to a high energy efficiency standard. Measures could include: insulation, double glazing, and the potential replacement of fossil fuel systems with clean alternatives

3. Towards a just transition

Public education and information sharing around on the benefits of retrofit was hugely important to the participants as part of this project. Project delivery would not only future proof housing stock but generate additional benefits for residents: reducing household bills, improving thermal comfort, tackling fuel poverty and reducing the health impacts of cold homes, whilst creating jobs in the local area.

Project 4: Eco-Housing On Brownfield Sites

1. Why this was chosen

The project was chosen by participants for its long-term potential to reduce the impact of housing stock on carbon emissions and the resultant reduction in energy bills for occupiers. The project can also improve the clean-up of brownfield sites, protecting green spaces for wildlife and community enjoyment.

2. Towards net zero

An eco-house is an environmentally low-impact home designed and built using materials and technology that reduces its carbon footprint and lowers its energy needs. This project would aim to make all new housing (social and privately owned) as close to Passivhaus as possible, with a minimum Energy Performance Certificate (EPC) rating of B[1].

3. Towards a just transition

By following the highest industry standards, the project could deliver a wide range of community and biodiversity benefits, including rainwater collection and wildlife habitat creation. Developing such a project on brownfield land can also bring unused spaces back into community amenity.

Project 5: Utilise Selby's Mining Heritage

1. Why was this chosen

Participants chose this innovative project in recognition of Selby's heritage and the opportunity to develop new renewable sources of heat at scale.

2. Towards net zero

Learning from research by the University of Lancaster, this project would utilise old, existing mining infrastructure and the heat stored in the water of flooded mine shafts, to create a ground-source heat network to meet Selby's future energy needs.

3. Towards a just transition

If the innovative approach is proven, participants realised the economic and social benefits the project could deliver. Selby has a long mining history so this project was chosen to generate historic pride in using what residents already have and value in the area, and the chance to share stories and build connections across generations.



Project 1: Improve Walking Routes Within The District

1. Why this was chosen

This project was chosen by the participants as a long-term solution to connect rural areas, improve accessibility and make walking a more viable option by making it safer and easier for all members of our community, whilst reducing carbon emissions associated with transport.

2. Towards net zero

This project aims to improve walking routes and connect local rural areas by increasing accessibility, signage and awareness. These measures are key components for promoting active travel, which provides the opportunity to reduce carbon emissions associated with transport, particularly for local journeys.

3. Towards a just transition

Active travel solutions can deliver a wealth of health and wellbeing benefits, and encouraging footfall can bring economic benefits for local traders. Associated street improvements, such as street lighting and pavement surface enhancement can bring community safety benefits.

Project 3: Pedestrianisation of Areas In Selby

1. Why this was chosen

Participants chose this project for its ability to reduce the carbon emissions associated with transport and improve air quality, whilst delivering health improvements for residents and economic benefits for high street traders.

2. Towards net zero

In 2019, 27% of net greenhouse gas emissions in the UK were estimated to be from the transport sector (BEIS), therefore by creating pedestrian friendly neighbourhoods in Selby Town and its surroundings, this project has the potential to encourage sustainable modes of travel (walking) and reduce carbon emissions associated with transport.

3. Towards a just transition

Less local traffic will reduce congestion and improve air quality, delivering health benefits to residents. Pedestrianisation can improve safety and accessibility and increase footfall in the town centre, benefitting local traders and developing the local business economy. This project offers the potential to bring more visitors in the area, creating pockets of green space with seating and rest areas and opportunity to host community events.

Project 5: Subsidise Local Public Transport

1. Why was this chosen

Participants chose this project for the prospect of improved accessibility and inclusivity of public transport, and the opportunity to reduce private transport and associated carbon emissions.

2. Towards net zero

This project would provide subsidised or free public transport to encourage greater public use. By making public transport more cost-effective, the project would allow access to all members of the community as an inclusive and accessible solution to making carbon-friendly transport choices. This solution could be combined with other measures designed to reduce the carbon intensity of public transport such as electrification.

3. Towards a just transition

The aim would be to use incentives such as coupons, discounts, a booking system and online timetable, encouraging operators to provide more services, and employers to consider subsidising travel, benefitting both the residents and the business economy through improved access to the town centre.

Project 2: Improve the Cycle Route Network

1. Why this was chosen

Participants chose this project to reduce private transport by encouraging active travel, which can improve physical and mental health, improve air quality, reduce congestion and increase safety on the roads.

2. Towards net zero

This project aims to both create new and improve existing cycle routes and paths around the locality of Selby to improve safety, promote active travel and reduce car use. In the creation of well-lit, clearly signposted, and cycle paths, which are separated from the road by curb barriers, the project would create a joined-up network of paths that are user-friendly and pleasant to use, encouraging greater use.

3. Towards a just transition

By prioritising cycle paths from residential areas to schools, the project provides the opportunity to work with local schools and encourage cycling proficiency, with a focus on cycle skills, safety and road sense, route mapping and bike maintenance. This in turn, could reap longer-term change in travel habits and carbon reduction.

Project 4: Improve the Reliability and Frequency of Public Transport

1. Why this was chosen

Participants chose this project as part of the strategy to remove cars from the road, decrease carbon emissions, air pollution and congestion, but also for the delivery of a wide range of social benefits.

2. Towards net zero

This project would work to increase the efficiency of local public transport, making it more frequent and reliable, to encourage greater use and thus reduce carbon emissions associated with private transport. The project seeks to work with the council and operators to monitor where and when the demand for public transport lies, looking into bus and train timetables, making sure they work in tandem so people can make efficient journeys. For example, solutions may be found in operating minibuses as a cost-effective option to serve rural areas, or the addition of electric busses during peak demand times.

3. Towards a just transition

This project would tackle the existing challenges of rural isolation by ensuring effective public transport is available to residents living in the villages. As well as opening up employment opportunities for residents, improved public transport can address social isolation, improve accessibility for those with limited mobility, and improve community connectivity.



Project 1: More than just a Tree

1. Why this was chosen

By encouraging indigenous growing of food, safe foraging and seasonal eating, participants chose this projects for its fun approach to supporting biodiversity and increasing local understanding of food and its production.

2. Towards net zero

Trees capture carbon dioxide from the atmosphere, so by increasing the number of fruit trees in the community, there will be a greater number of trees working to capture carbon from Selby!

3. Towards a just transition

With a focus on education, community food growing and healthy eating, this project delivers a range of social benefits, including skills development and supports biodiversity by encouraging the community to value and care for open spaces, which enhance physical and mental wellbeing.

Project 2: Food, Glorious Food! Community Kitchen

1. Why this was chosen

The participants chose this project because of its potential to bring people together and empower local residents to develop healthy, sustainable and cost-effective eating habits.

2. Towards net zero

By encouraging seasonality with the provision of surplus from local allotments, farms and the community fridge project, the less distance our food has to travel. By using locally-grown seasonal foods we can reduce our carbon emissions, help our community and eat tastier food.

3. Towards a just transition

This project aims to establish a Community Kitchen, open to all, with a number of benefits for the local community: increasing social connection, improving food and nutritional education, reducing household food costs, and creating the opportunity for cross-generational and cultural exchange of skills.

Project 3: Vertical farming - the only way is up!

1. Why this was chosen

The participants chose this project for its ability to utilise existing empty spaces like office space (already lit and heated) for new approaches to agriculture, rather than using limited or inaccessible outdoor space, to reduce waste, save water and create new opportunities for local production.

2. Towards net zero

This project aims to introduce small vertical farms in local buildings and businesses, alongside a local a local information campaign with public engagement to educate the community on what vertical farming is, how it works, and its benefits. Vertical farming provides the opportunity to maximise yield, producing more food on the same amount of land. This project may be the answer to our local agricultural challenges, providing us with more food on less land and doing so in a sustainable way!

3. Towards a just transition

As an exciting opportunity for the community, this project offers the chance to learn and develop new skills in a sector with potential job creation, whilst reducing food insecurity, generating more plant-based food, and encouraging gardening to benefit overall wellbeing and mental health.

Project 4: Composting From You To Everyone

1. Why this was chosen

Participants chose this project as a practical solution to reuse and repurpose food waste in the district, whilst creating fertiliser and energy from anaerobic digestion.

2. Towards net zero

Organic waste sent to landfill produces methane, one of the greenhouse gases contributing to climate change. Diverting food waste for anaerobic digestion can produce energy for domestic or commercial use and reduce our reliance on fossil fuels.

3. Towards a just transition

This multi-stranded approach brings together individual and council action to have a large-scale impact and deliver benefits across the community. This project includes a four-part local plan for composting:

1. Encourage residents to compost at home and in schools with the provision of information and resources;
2. Establish means for the Council to collect food waste from homes and schools;
3. Invest in anaerobic digestion with commercial and council collected domestic food waste;
4. Run a public information campaign, e.g. films on cutting food waste and how to compost;

Project 5: Schools Out for Food Waste

1. Why was this chosen

This project was chosen for its proactive long-term approach to mindset change, improving the knowledge of young people and their relationship with food, whilst benefiting their households and families.

2. Towards net zero

This project aims to significantly reduce local food waste by working in local schools to encourage schools to grow their own fruit and vegetables on site (could be allotments, containers, vertical farms etc), thus avoiding the need to transport food and reducing associated carbon emissions.

3. Towards a just transition

This project presents a significant opportunity for education and community engagement, promoting positive health and wellbeing through nutrition knowledge and access to fresh food, whilst preventing food waste. The project aims to be cross-generational, creating opportunities for skills and knowledge sharing and tackling social isolation.

What We Buy & Waste



Project 1: Reduce, Repurpose, Resume: Create a Library of Things

1. Why this was chosen

This project was chosen to reduce the need to buy new things, enable and empower repairing and self-sufficiency, and build community unity through sharing knowledge and skills.

2. Towards net zero

This project will work to prevent usable goods from going to landfill, by repairing and repurposing broken items, and educating the community with the skills to mend and opportunity to lend rather than putting in the bin! This can reduce the use of resources needed for the production of new items.

3. Towards a just transition

This project creates the opportunity for community enterprise, and supports skills sharing and educational outreach by establishing a communal space that promotes co-operative use of tools, repair of items and involvement in community companionship. By incorporating a tool library, workshop space and a repair facility or repair café.

Project 2: Introduce Community Clothing Swaps

1. Why this was chosen

The participants chose this project to reuse and extend the life of clothing, reduce costs to individuals and households, and build community spirit through swap events.

2. Towards net zero

Clothes swapping will contribute to the decrease in items sent to landfill. Billions of garments are sent to landfill every year, causing air and land pollution. Clothes swapping can result in lower industry production of new clothes and use of raw materials. A large proportion of natural resources, such as water, are used in the production of clothes. For example, 7000 litres of water is used in the production of a single pair of jeans!

3. Towards a just transition

This project would aim to encourage wide participation by swapping all kinds of clothes, including uniforms, maternity wear etc. As clothing swaps have been historically positioned as associated with 'poverty' this project seeks to remove this stigma and reframe clothing swaps as a fun and creative way to make climate conscious choices that benefit us all!

Project 3: Improve Local Refill Knowledge and Capacity

1. Why this was chosen

The participants chose this project to raise awareness and availability of local refill options with better information about what is available, how it works, and what you need in order to encourage wider uptake.

2. Towards net zero

By making refill options more accessible, this project works to reduce the amount of disposable packaging and cut down on food waste by being able to buy quantities needed.

3. Towards a just transition

As well as the environmental aims, this project works to be an affordable option for the community because of the ability to buy the amount needed and support local enterprise. Working towards complete accessibility and community inclusion is at the forefront of this project, including delivery for people who can't get to the shops and refill options in other shops like supermarkets which are traditionally, more convenient for residents to get to.

Project 4: Business Waste Audit & Registry

1. Why this was chosen

The participants chose this project for its circular economy principles - the opportunity for local businesses to reduce their use of virgin resources, and reduce business costs by reusing waste from others.

2. Towards net zero

Reducing business waste sent to landfill and incineration helps to reduce greenhouse gas emissions that contribute to climate change, reduces the energy needed to harvest new raw materials, and allows products to be used to their fullest extent. By establishing a registry where businesses can document all the different types of waste that they produce, businesses will be better placed to review their current methods of handling waste and identify improvements. A registry will allow business waste to be repurposed by others.

3. Towards a just transition

Greater transparency and information sharing between consumers and producers can help to address climate change and support community unity. Businesses will be encouraged to be transparent about the materials and energy they use and the waste they create (a little like food hygiene scores on doors) for the community to view, and businesses will be encouraged to make public the different waste they have available for others to use, supporting partnership alliances and small business growth due to the cost-saving method of reusing and repurposing.

Project 5: Help Communities Recycle Plastic Locally

1. Why was this chosen

Participants chose this project as local solution to reducing the magnitude of plastic waste, creating community ownership through creative repurposing.

2. Towards net zero

This project aims to simplify plastic recycling, facilitated by council collecting, to encourage more local recycling and repurposing of plastics.

3. Towards a just transition

The plastic recycled in this project would be used locally to make items such as benches/play equipment, repurposing plastic for community amenity and benefit. Different plastics could also be used for fibres for insulation, e.g. for social housing and public building retrofits. By marking products as 'produced by local plastic waste', this project aims to increase local pride and enthusiasm over recycling plastics.



Project 1: Map Green Areas & Natural Assets In Selby

1. Why this was chosen

This project was chosen by the participants to share information about all local green spaces through a mapping system, with the ability to educate the community on how to access and enjoy nature, as well as to feel safe doing so.

2. Towards net zero

This project would create a mechanism for identifying local green areas, to encourage use, with the ability to visualise cross-overs in how we can enhance and protect our green spaces. By mapping these spaces we can better deliver on other project ideas such as identifying locations for planting schemes and where to prioritise wildlife corridors to connect up our green spaces.

3. Towards a just transition

Mapping can enable the community to better access, utilise and enjoy the green spaces we have. Whilst increasing use of the green spaces, this project works to increase local pride in the area and encourage a continuation of use.

Project 2: Operation Education!

1. Why this was chosen

This project was chosen to increase people's connection with nature, foster a sense of ownership and care for the environment and our local surroundings and to encourage thinking about our climate impact.

2. Towards net zero

By improving the community's understanding of the green spaces on our doorstep, we can empower the community to better care for these spaces. "Operation Education!" will help the community develop this appreciation to ensure that our green spaces will be maintained and preserved for the future, enabling these spaces to remain biodiverse and continue to function as carbon sinks, removing carbon from the atmosphere.

3. Towards a just transition

This project aims to establish an educational programme to increase knowledge about gardens, biodiversity, and local green spaces, which residents could carry through to employment. This project would also provide opportunity for community engagement activities and events such as nature trails and forest schools in the area, to promote a love for nature!

Project 3: Planting and Greening In The Area

1. Why this was chosen

This project was chosen as a cost-effective and low maintenance solution to increase biodiversity and increase knowledge and skills around planting and pollinating insects.

2. Towards net zero

More biodiverse ecosystems are more resilient to climate change. Developing and maintaining healthy ecosystems, such as by improving green spaces for pollinators and creating wildlife corridors, increases plant biodiversity which in turn increases the ability for those systems to act as carbon sinks, taking carbon dioxide out of the atmosphere. This project aims include wildflower planting, community herb gardens and wildlife corridors.

3. Towards a just transition

This project aims to increase local pride in the community and local green spaces through increased knowledge and opportunities to get involved in nature. With flourishing green spaces, residents are more likely to spend time outside which will work to improve mental wellbeing and physical health.

Project 4: Improve Access to & Facilities Within Green Space

1. Why this was chosen

The participants chose this project to improve physical and mental health with greater accessibility to, ownership of, and maintenance of our local green spaces.

2. Towards net zero

If green spaces are better equipped for the community to enjoy them, we can limit habitat disturbance (e.g. having dog waste bins on site to reduce the amount of dog waste left in the habitat, or having raised platforms for wheelchair access both increases accessibility and will limit long term damage to soil and ground flora), protect and conserve biodiversity and natural landscapes, and open the spaces up for people to appreciate.

3. Towards a just transition

For a community to feel a sense of ownership over their green spaces and thus wish to preserve and maintain them, the spaces must be accessible to all members of the community to enjoy. This project aims to remove barriers to access, through consideration of travel and transport, creation of accessible routes, positioning of bins in walking hotspots and provision of toilet facilities.

Project 5: Introduce Sustainable Drainage Systems & Car Parks

1. Why was this chosen

This project was chosen as a natural and more efficient solution to water drainage, allowing car parks to act as a soak-away with more water dispersing than conventional drainage.

2. Towards net zero

This project will replace concrete and tarmac car parks with a garden brick or slab surface to create sustainable urban drainage[1] through car park redevelopment. With extreme weather conditions and greater levels of precipitation, this project aims to mitigate the impact of climate change in our local area, managing flooding and protecting surrounding areas of green space which could be damaged by severe water run-off.

3. Towards a just transition

The aim would be that all new car parks would be built this way to maximise the protection of the local area from flooding. From housing, roads and infrastructure, the aim is to keep Selby safe and protected from the potential cost-intensive damage flooding can cause for residents.

In Summary

In summary, this section has considered the programmatic outcome of the project, the prioritised set of ideas that have been outlined to be developed out into supported programmes of work and projects. Beyond this, Our Zero Selby has influenced a community, a body of people, neighbours, friends and family, to join together to collectively to decide what the future of Selby looks like. The next section of the report considers the social outcomes of the community-led approach to Our Zero Selby.

"Leant a lot of new things about old and new topics. Met some lovely people I look forward to seeing around the area. Genuinely feel part of an important process."
– Our Zero Selby Participant



Growing Community Capacity

As a community driven project from the outset, Our Zero Selby aims to give the people of Selby the power to identify community-led solutions to the challenges and opportunities associated with the transition to net zero. Supporting residents to take action will increase the community's capacity and create a Selby fit for the future.

Participants at the decision making events were given a baseline and post-event questionnaire which showed that following the events, 97% of the participants reported feeling there is a lot that can be done to tackle climate change in their local area, while 69% believe that they are able to influence decisions that are made about their local area (up from 33% at the start of the process). Astoundingly, 100% of participants felt like tackling climate change is important, 94% felt like there are a lot of things they can personally do to tackle climate change, and 97% felt like tackling climate change will have wider benefits for the community.

Participants were also asked

About their next steps following the decision making events. The results of the next steps survey illustrate an engaged and motivated cohort of local people, some of whom feel confident and able to take positions of practical community leadership in the future delivery of Our Zero Selby.

Out of the participants who completed the next steps feedback form at the end of the three day event:

- 73% of participants agreed that if we formed a group to help guide or support Our Zero Selby in the future, they would be interested in joining it,
- 64% of the participants were interested in helping to take forward any of the ideas discussed at the events.
- 88% of the participants joined the Selby District AVS mailing list and Our Zero Selby mailing list to keep in touch with the progress of Our Zero Selby and related work.



"I have gained a lot from this event and have a positive feeling for the future"

– Our Zero Selby Participant

The statistical and qualitative feedback received demonstrates the positive and optimistic outlook of our community when given the opportunity and power to make influential change in their home town. From starting the process with little appetite to think about climate solutions, share thoughts and debate topics, through this process of empowerment, participants developed confidence, realised their community strength and gained a voice to work towards a better future for Selby

Looking Ahead

The Our Zero Selby story is just beginning! The first 12 months of the programme has created a strong community mandate for future action. Residents have agreed their priorities and developed a pipeline of projects that individually and collectively contribute to a future-fit Selby that can deliver benefits for all. Now is the time to harness resident energy and motivation to create a net zero Selby. Our Zero Selby has the potential to create a mechanism to empower the community, create opportunities for change, and enable residents to take climate action, creating the environment for them to change theirs!

Planned next steps:

- **Community Engagement and Communications:** To continue to strengthen the community mandate for the project pipeline, it is important to retain the two-way dialogue between the programme and the community, raising awareness of Our Zero Selby, and widening and deepening public engagement through campaigns, events and social media.
- **Governance:** Create a Programme Board and governance structure that brings together stakeholders and residents, providing programme oversight with responsibility for embedding the principles of OZS across future delivery, advice and strategic push to leverage large-scale opportunities
- **Stakeholder Engagement and Communications:** Bringing together community voice and stakeholder priorities will be a powerful indicator of how a community-led just transition can bring economic, social and environmental benefits to Selby.
- **Delivery - the Project Pipeline:** Supporting and enabling action by residents, stakeholders, funders and investors.
- **Ongoing collaboration and learning:** Partnership and creating a culture of learning is an important part of the next phase of Our Zero Selby.

Selby District AVS will take a leadership role, working to further embed Our Zero Selby in the local community and strengthening relationships with local and regional stakeholders. Forum for the Future and Involve will continue as specialist advisors. As national partners, these expert roles will focus on designing stakeholder engagement based on national public participation best practice, identifying and supporting the initiation of large-scale projects and helping to leverage funding in alignment with national and regional priorities.

Our Zero Selby supports a demand for projects, policy, societal and industry transitions that directly affect people to include people in the process of decision making. Our Zero Selby looks beyond the focus on the financial, regulatory and technological shifts required to address climate change, to ensure the inclusion of citizens and communities lies at the heart of a just transition to a net-zero carbon economy.



Footnote References

[1] Forum for the Future (Forum) is a registered charity founded in 1994. With offices in the US, UK and Asia, Forum works in partnership with business, governments and civil society to accelerate the shift toward a sustainable future.

[3] Established in 1977 Selby District Association for Voluntary Service (SDAVS) is the local anchor and community support organisation for Selby District. With the aim to address the needs of the community and to help fill gaps in service provision, SDAVS works collaboratively with others through established partnerships, research and development work, whilst also providing accessible and welcoming community spaces.

[5] Charities, social enterprises and voluntary organisations (also known as the voluntary, community and social enterprise (VCSE) sector) exist to help others, often helping people to improve their lives and communities.

[7] Passivhaus refers to buildings created to maintain an almost constant temperature by being so well constructed, insulated and ventilated that they retain heat from the sun and the activities of their occupants, requiring very little additional heating or cooling. An Energy Performance Certificate (EPC), with A being the best rating your home can have, shows how energy efficient a home is, giving an idea of: energy bills, carbon emissions, and what can be done to improve energy efficiency.

[2] Involve was founded in 2003 “to create a new focus for thinking and action on the links between new forms of public participation and existing democratic institutions”. Involve promotes and practises participatory and deliberative decision-making with governments, parliaments, civil society organisations and the public.

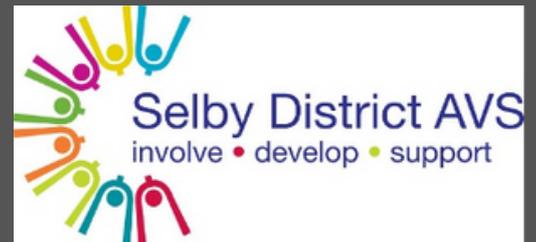
[4] A deliberative event allows participants to consider lots of information from multiple points of view, discuss this alongside their own experiences and knowledge, and then present their decisions and/ or recommendations. In the Our Zero Selby programme, this took shape as a three day decision making event.

[6] The Kickstart Scheme provides funding to employers to create jobs for 16 to 24 year olds on Universal Credit.

Thank You



We would like to thank everyone who has been involved with the Our Zero Selby Project so far!



We would like to give special thanks to our generous project funders:

