
10:10 CAMPAIGN PLEDGE

**Responsible Cabinet Member - Councillor Nick Wallis,
Sustainable Environment and Climate Change Portfolio**

Responsible Director - Richard Alty, Assistant Chief Executive (Regeneration)

SUMMARY REPORT

Purpose of the Report

1. The purpose of this report is to provide details of the national 10:10 campaign to reduce carbon emissions, and seek Cabinet approval for Darlington Borough Council to sign up to the campaign.

Summary

2. The 10:10 campaign is a national campaign launched in March 2009. It asks councils and others to pledge to reduce their carbon emissions by 10% during 2010, based on the data already gathered for National Indicator 185. It is suggested the Council sign up to the campaign, to underline its commitment to reducing its carbon footprint and to act as a catalyst for other groups, organisations and individuals across the Borough.

Recommendation

3. It is recommended that Cabinet agree to signing the 10:10 campaign pledge.

Reasons

4. The recommendation is supported by the following reasons:
 - (a) To support delivery of the Darlington Climate Change Strategy and Action Plan.
 - (b) To contribute to local and national targets for CO2 reduction.

**Richard Alty
Assistant Chief Executive (Regeneration)**

Background Papers

No Background papers were used in the preparation of this report.

S17 Crime and Disorder	No direct implications.
Health and Well Being	Initiatives to reduce CO2 can have a positive impact on health and well being
Sustainability	Initiatives to reduce CO2 will contribute to the Council's sustainability aims
Diversity	No direct implications
Wards Affected	All
Groups Affected	All
Budget and Policy Framework	No direct implications
Key Decision	No
Urgent Decision	No
One Darlington: Perfectly Placed	The SCS through the Greener Darlington Theme Group seeks to raise awareness of climate change. Signing the 10:10 pledge will contribute to this process.
Efficiency	No direct implications. However, projects aimed at reducing CO2 may also contribute to reduced costs

MAIN REPORT

Information and Analysis

5. The 10:10 campaign is a national campaign launched in March 2009. It asks individuals and organisations to pledge to reduce their carbon emissions by 10% during 2010.
6. For 10:10, organisations are asked to record and report on the following 4 key areas:
 - (a) Electricity
 - (b) On-site fuel use (oil and gas)
 - (c) Petrol and diesel for fleet vehicles
 - (d) Air travel
7. For Councils, the pledge requires us to:
 - (a) Submit data based on a baseline year for emissions that ends at any time up until 30 June 2010. This means it can be based on 2009/10 National Indicator submissions for NI 185 (CO2 reduction from local authority operations).
 - (b) Submit emissions data a year later.
 - (c) Aim to achieve an absolute 10% cut in NI185 emissions over the 12 month period immediately following the baseline year.
8. At the end of the action year, the local authority will be listed on the 10:10 register of successful participants and can continue to use the 10:10 brand if an emissions reduction of 3% has been achieved, as measured by the online reporting tool provided.
9. In addition, councils are encouraged to use the 10:10 logo to communicate its participation during the action year, and to commit to spreading the word and seeking to get other people and organisations involved.

Why Sign Up?

10. Signing the 10:10 pledge, will underline the Council's commitment to reducing its carbon footprint and send a positive signal to all sectors of the community. Leading by example, there is the opportunity to encourage and influence staff, Members and partners in reducing their energy consumption.
11. The campaign links well with the Covenant of Mayors initiative which the Council is also signed up to and, will provide a focus for the emerging Carbon Management Plan. There will be opportunities to work with the Local Strategic Partnership (LSP), particularly through the Greener Darlington Theme Group, to get the key messages out across the Borough. Using NI 185 as the baseline data, provides a clear link to the Local Area Agreement and ultimately contributes to meeting climate change objectives included in One Darlington: Perfectly Placed, and the Darlington Climate Change Strategy.
12. Reduced energy consumption can, not only contributes to mitigating against implications of climate change, but can also save the authority money.
13. The 10:10 campaign will focus minds on more immediate issues and targets, compared with longer term national targets of 34% cuts by 2020 and 80% by 2050, which can be difficult concepts to understand when set against other more immediate daily issues. Equally, it is

important to remember that it will be more difficult meeting the longer term targets without action now.

Outcome of Consultation

14. The LSP Greener Darlington Theme Group supported the idea of the Council signing the 10:10 pledge at its meeting on 28 September 2009.

Conclusion

15. As part of the ongoing Carbon Management Programme mentioned above, the Council is currently carrying out a systematic assessment of its carbon footprint with a view to identifying opportunities for significant reductions, through, for example investing in capital projects. Until, this work is complete, (the Carbon Management Plan will be reported to Cabinet next March) it is not possible to guarantee a 10% saving in the first year. However, in signing up to the pledge the Council would be committing itself to moving towards this aspirational target, and beyond in subsequent years. As such Cabinet is recommended to approve the Council signing up to the 10:10 pledge for the reasons outlined above.