

**BRISTOL CITY COUNCIL**

**Overview and Scrutiny Management**

**2<sup>nd</sup> March 2016**

**Report of: Stephen Hilton, Service Director Bristol Futures**

**Title: Review of European Green Capital 2015**

**Ward: Citywide**

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**RECOMMENDATION**

The Overview and Scrutiny Management Board are asked:

- To note the progress of the overall Green Capital Initiative.
- To note the progress against the objectives set for Bristol's year as European Green Capital 2015.
- To note the details of the Bristol 2015 Programme as summarised in this report.

**Summary**

This report reviews Bristol's year as European Green Capital 2015 and presents an analysis of the realisation of the objectives for the programme.

The report sets out:

- The background and history of the Bristol Green Capital Initiative
- The objectives of the European Green Capital Programme
- Activity and progress against those objectives

The report draws from a Citywide Review which is currently being drafted.

It will be complemented by a report to Audit Committee which will address issues of Governance and Finance.

It does not include all activities that took place in 2015

The significant issues in the report are:

- Ten years ago Bristol set itself an ambitious goal to make the city more sustainable and to improve the quality of life of citizens. It encapsulated this goal in a phrase “Green Capital”.
- Bristol has made significant progress towards becoming a sustainable city. We are the UK’s most sustainable major city and now recognised as one of Europe’s. Bristol has improved its performance across the environmental topics.
- We secured the title of European Green Capital 2015 and used this award as a catalyst for accelerating improvements in the city – whether that’s inspiring a generation of school children, being able to support local communities to improve their neighbourhoods or securing multi-million pound investment in the city.
- Bristol has successfully secured support from UK Government and leading businesses for its European Green Capital programme to multiply the City Council’s funding more than tenfold – higher than any previous European Green Capital city.
- Bristol has successfully achieved its three principle objectives:
  1. **Local Empowerment.** Bristol has developed a substantial programme to empower local people, communities and businesses. It has reached every neighbourhood in the city and supported over 200 local community led projects. The programme has reached more local people than any previous European Green Capital’s programme.
  2. **Sustainability Leadership.** Bristol has fulfilled its responsibilities as European Green Capital and in doing so contributed to the wider sustainable development of Europe as well as boosting our reputation.
  3. **International Profile.** Bristol has boosted its international engagement this year, reaching a global audience. We have accelerated our work developing partnerships which we will use to secure funding and investment in the future.
- The project has not been without challenges. A key one is the notice which a city has between winning the award and the start of the year. This makes it hard for the city to secure the resources and develop the programme in parallel and then implement it rapidly.
- Bristol is well placed to build on the momentum achieved this year through focused action by the council and partners. What we do in 2016 will determine whether the success of Bristol 2015 is translated into sustained benefits which we will look back on in 2020.

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<p><b>Glossary</b></p> <p><b>Bristol Green Capital Initiative</b> – the long term initiative started in 2007 to make Bristol a more sustainable city and which continues post 2015.</p> <p><b>Bristol European Green Capital Project</b> – the project which we initiated in July 2013 with the acceptance of the Award of European Green Capital.</p> <p><b>Bristol 2015 Programme</b> – the programme of activities and events organised for Bristol’s year as European Green Capital. It includes a number of subsidiary programmes, for example grants, events, schools.</p>
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# 1. Context and Background

1. A vision: Bristol's aspiration to be a green capital was first set out in 2003 in the Bristol Community Strategy: "*Bristol; a green capital in Europe – creating sustainable communities and improving the quality of life*". The Local Strategic Partnership responsible for the strategy was a statutory partnership and comprised public, private, business, voluntary and community organisations.
2. **Partnership:** A collective approach to Bristol's environment has been one of the key strengths and contributors to Bristol's success. The setting up of the Bristol Green Capital Partnership, by Cllr Janke, Leader of the City Council and Chair of the Bristol Partnership, was an important step in translating that aspiration into reality. It brought together some of the key organisations already working to make Bristol a greener city.
3. The growth of this partnership into the largest of its kind in the world shows us both the commitment of Bristol but also the success of this initiative. Throughout different administrations Bristol City Council played a key role in the development of this partnership approach and of the Bristol Green Capital Partnership in particular.
4. **A better environment:** Bristol is the UK's most sustainable city, and over the past decade we have become a greener city, right across the board. This hard work from many organisations and people across the city is the bedrock of our green capital initiative. Improving Bristolians' quality of life and reducing Bristol's environmental footprint have been strategic priorities which have been implemented by successive political leaders.
5. **The catalyst:** The creation of the European Green Capital Award was the third critical ingredient of success. The aim of the Award is to identify cities which can act as a role model for other cities. They need to have a proven track record of good environmental performance and ambitious plans for the future, and a willingness to share their learning across the Europe. The independent expert assessment which came with the Award enabled us to compare performance against other European cities, identifying our strengths and weaknesses and helping us to focus our learning and improvement.
6. The Award also gave us a short term focus; not a goal, but a clear focus which many stakeholders could relate to much better than the long term goal of creating a sustainable city. It is crucial that we remember that winning the award was never Bristol's primary goal, it was an enabler, a convenor and a catalyst for change in our city. These changes can then realise that original aspiration of creating sustainable communities and improving the quality of life.

7. **The Award:** Applications to be European Green Capital were made under administrations lead by Cllr Helen Holland, Cllr Barbara Janke and Mayor George Ferguson and received cross-party support. Whilst the city council played a crucial role, providing consistent political leadership, much of the evidence and technical information, and the bulk of resource, other partners were also critical. The senior support, staff time, and financial resources of water companies, the universities and leading environmental organisations all played very important roles.
8. Bristol applied to be European Green Capital three times and this process of applying, even when unsuccessful, was valuable for us. Reaching the final in the first entry helped to build our confidence and our reputation and we used these to start to develop more ambitious programmes, such as our energy programme, with the support from the European Investment Bank.
9. So, in June 2013, Bristol was delighted to hear that it had been successful in bringing together the strong environmental performance as a city and the collective energy of hundreds of organisations and thousands of people to win the award for 2015. Winning the Award was recognition for the hard work of many people and organisations across the city and the year has partly been a celebration of that – but a celebration with a purpose.
10. **The opportunity and the challenge:** We applied to be European Green Capital as part of our goal of creating sustainable communities and improving the quality of life in our city. The Award was a huge boost to this and a significant opportunity for the city. We had great commitment to this from all around the city but making the most of this opportunity also needed time and money, both of which were limited!
11. **Our strategy:** Many discussions were held with stakeholders around the city to develop our strategy, which was to add to our partnership arrangements with a new temporary organisation which could bring together the expertise of key leaders in the city, attract significant additional funding from Government and the private sector and move rapidly to plan and deliver a programme. The independent Bristol 2015 company was the vehicle that was created.

## 2. Objectives for the Year

12. Through further discussions with a wide range of stakeholders from across the city, we developed three objectives for the Bristol 2015 programme:
  - Local Empowerment: Empower existing initiatives, networks and communities to help change attitudes and behaviours.
  - Sustainability Leadership: Exchange sustainability expertise

between cities and contribute to the 2015 UN climate change conference.

- International Profile: Build a global profile to support appropriate exports, inward investment, tourism and economic growth.

**13.** To be able to achieve these three objectives we also set a fourth objective:

- Secure significant additional resources for the programme from UK Government, businesses and national and local organisations.

**14.** This combination of objectives is similar to other European Green Capitals.

### **3. Progress against objectives**

#### **3.1. Securing Additional Resources**

15. We discuss this objective first because success in realising this affects the approach taken to the other objectives.
16. The European Green Capital Award comes with no financial resources from the European Commission or other source and the winning city is responsible for funding the programme.
17. In considering our applications for the award (during 2011 and 2012) we consulted previous European Green Capitals on the level of additional resources they had been able to secure. Based on this, in our initial planning for the bids for 2014 and 2015 we envisaged raising £0.50-£1 for every £1 of BCC funding. After winning the award the Mayor set out to improve this ratio significantly.
18. Bristol has been the most successful European Green Capital in terms of attracting additional resources to its programme. We have raised over £11 for each £1 of the city council's money. Of this over £4million was from private sector sponsors.
19. In addition, significant other resources have been secured or contributed by partners, for example:
  - The Universities secured £250,000 for their *Green Capital: Student Capital* project and contributed substantial resources of their own, as well as generating over £1,000,000 worth of student volunteering;
  - The Bristol Cultural Development Partnership, with Bristol 2015 Ltd, secured £744,564 from Arts Council England.
20. Numerous organisations have secured match funding for green capital grants. Many grant funded projects have not yet made their end of project reports, and so we do not yet have comprehensive data on the scale of match funding and in-kind contributions. However, based on those we have received it is likely to be very significant and valued at £1-2 m of value.
21. Thus the total resources of the programme were approximately £14-15 million pounds of cash and in-kind with a further £1-2 million pounds of volunteer time.
22. Further details of the funding generated for the programme will be reported to the Audit Committee on 10<sup>th</sup> March 2016 when the financial aspects will be considered in more detail.
23. We have exceeded the fund raising objective set for this programme,

secured the largest amount of private sector funding and in this regard been the most successful European Green Capital. This success provides the basis for achievement of the other objectives.

### **3.2. Objective 1: Local Empowerment**

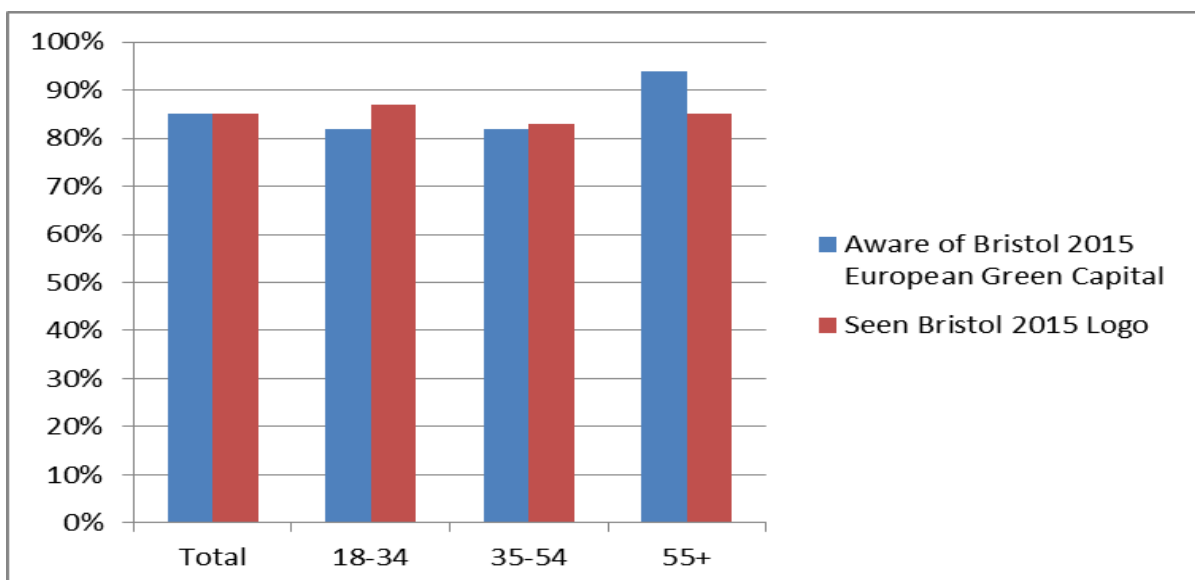
- 24.** Empowering existing initiatives, networks and communities to help change attitudes and behaviours has been the major focus of the programme, receiving more than half of the spending.
- 25.** In early discussions the Mayor, Councillors and others were clear that they wanted the programme to both:
  - enable those who were already engaged in this area to do more
  - AND
  - to reach individuals, communities and organisations which were not.
- 26.** However, 'green' and 'sustainability' can be difficult issues – climate change is complicated, scary and distant, while being asked to 'reduce your carbon footprint' can sound like being told to 'have less fun'. The strategy which developed from many conversations in the city was aimed at creating the conditions for everyone to want to be more sustainable.
- 27.** This strand sought to raise awareness, encourage engagement and empower action.



## Raising Awareness and Inspiring Engagement

28. One of the key priorities in this was to raise citizens', businesses' and other organisations' awareness that Bristol was European Green Capital and to encourage them to take part in events and activities.
29. Key elements of this were:
  - Opening Ceremony – which was watched by 30,000 people in person, reached 600,000 through social media and reached 36 million people through the media.
  - Dressing the city – from lighting up buildings green and logos on every First Bus in the city, to Young Bristol's creative outreach campaign in communities across the city the Programme aimed to ensure that there was widespread awareness.
  - A website full of stories and some 800 events, many free, gave people a rich source of information, inspiration and opportunities to get further involved. There were over 140,000 unique page views of the Bristol 2015 website and over 26,000 watched videos on the Bristol 2105 YouTube channel.
  - Media and social media activities played an important part of the awareness campaign for Bristolians.
30. Research undertaken in February 2016 shows that 85% of Bristolians know we are European Green Capital 2015. This is higher than the results for previous European Green Capitals.
31. The level of awareness was high in all adult age groups – with 82% of people aged 18-34 and 35-54 aware of our status and 94% of those over 55 years of age. See Figure 1.

*Figure 1: Public Awareness in Bristol*



32. Thousands of local people have taken part in Bristol 2015 grant funded projects but we do not yet have the data on overall participation as the projects don't report until the end of March.
33. In addition, thousands of people have attended events put on as part of the overall programme by partners, and advertised through the Bristol 2015 website.
34. The Arts programme in particular has reached large numbers of people with over 160,000 people choosing to visit Arcadia, Withdrawn, Richard Long and Sanctum and over 900,000 people experiencing the Bristol Whales and Fog Bridge.

### **Empowering Action**

35. We wanted to bridge the gap between intentions and action, encouraging people to take an active part in making Bristol a happier and healthier city. We asked them to do this as individuals, as communities and as businesses and their response has been resounding.

### ***Do15 in 2015***

36. This campaign sought to get the people of Bristol to make their lives and their city happier, healthier and more sustainable. Messages were targeted at the key themes of the year and were designed to be simple actions which most people could do. It was intended to reach a mainstream audience, who may be in the early phase of greening their lifestyles.
37. The campaign was championed a wide range of people including big celebrity names, local sporting heroes, local media personalities and even Shaun the Sheep.
38. The campaign was taken right around the city on billboards but also by Young Bristol's team which attended over 20 community events and ran creative outreach projects in each of the Neighbourhood Partnership Areas.
39. The themes and suggested actions of the Do15 campaign were targeted at key issues in the city, such as travel, waste and energy, in consultation with City Council staff and other experts.
40. Over the course of the year 17,000 people pledged to make a sustainable change in their behaviour, and many more took part at public events.

## ***Volunteering***

41. Volunteers play an important role in making Bristol the city that it is; in 2015 they played a vital role in delivering Bristol's Green Capital year. Thousands of people gave many thousands of hours of their time, collectively, in support of projects and programmes across the city and throughout the year.
42. Three main types of volunteering were enabled:
  - Bristol 2015 Volunteers who served as part of the welcome team; provided information at events; and supported the Sustainable Shaun programme.
  - Student Volunteering organised by UWE and University of Bristol's *Green Capital: Student Capital* project has involved over 1,000 students taking part in nearly 100,000 hours of student volunteering that has contributed to 180 organisations.
  - Community volunteering as part of grant funded projects. We do not yet have comprehensive data for this as the projects are not required to report until the end of March 2016. However, this is likely to be over 50,000 hours of additional volunteer time.
43. Thanks to the universities Bristol has had the largest volunteering programme of any European Green Capital to date, and importantly the universities are committed to maintaining volunteering in future years.

## ***Bristol 2015 Grants Scheme***

44. Bristol has many organisations already working to help make Bristol a greener city; empowering them and encouraging more to join them was a key priority. The grants were a key mechanism and the largest single element of the Bristol 2015 Programme expenditure.
45. The Programme has provided grants to 204 projects, creating the largest green grants scheme Bristol has ever seen and we believe to be the largest in the UK.
46. The Bristol 2015 Grants Scheme was by far the largest scheme of its kind offered by a European Green Capital.
47. To ensure maximum reach the funds were organised in three strands – neighbourhood, small, and strategic. A database and map of all the grant funded projects has been developed and is available at <http://arcg.is/1PwC6HE>

Fund	Total Spending	No. Projects Funded
Neighbourhood	£250,000	133
Small	£250,000	39
Strategic	£1,500,000	32

### ***The Grants Process***

- 48.** A suite of consistent but flexible criteria were developed to guide the three grants scheme element ensuring that all projects contribute to the strategic goals. Whilst guided by these goals, the Neighbourhood Partnerships were given a lot of flexibility to respond to local priorities and this is reflected in the diversity of projects.
- 49.** The Neighbourhood Grants scheme was managed by the city council and Neighbourhood Partnerships. Neighbourhood officers provided significant amounts of support to communities in the bidding process which was kept as simple as possible to ensure the widest possible accessibility.
- 50.** The Small Grants were managed by the Quartet Foundation because of their experience in reaching out across the city and the support they were able to offer grant applicants. Quartet convened independent evaluation panels of sustainability experts to advise them on the projects. The funding was released in two phases, which one phase held back to allow chance for a wider range of groups to hear about the funding opportunities or for projects to be better developed.
- 51.** The Strategic Grants were managed by the City Council with a dedicated grants officer and management support. An assessment process was undertaken including assessment of financial aspects by the city council and of the projects overall by KPMG. A panel then considered each application and the assessment information and recommended 32 projects for funding.
- 52.** The decision to award strategic grants funding was taken at a specially convened Cabinet on 16<sup>th</sup> December 2014. The Mayor noted a conflict of interest and so stepped down from this decision which was then taken by the Deputy Mayor Geoff Gollop. Other members of cabinet duly identified any interests and relationships they had with projects proposed for funding.
- 53.** Concern was raised that the organisations which members of the Board of Directors of the Bristol 2015 Ltd work for, or have family connections with, benefitted from the allocation of funding through the grants

scheme and it was suggested publicly that this was inappropriate. **The members of the board of directors of the company did not make any awards of funding in the grants scheme.**

54. The Board of directors of Bristol 2015 Ltd include senior staff from some of the leading environmental charities in Bristol and the UK to ensure that Bristol 2015 had relevant expertise in its governance structure. It is not surprising that some of these organisations also produced the best applications for funding and indeed it would have been odd, and potentially detrimental to the year, if we had not made use of those organisations expertise and experience.

#### *The Nature of the Grant Funded Projects*

55. Concern has been expressed about the nature of some of the projects funded through the grants scheme with some media attention focused in particular on one or two arts-led communication projects. This is addressed in the issue of Arts in para. 36 of this report.
56. Most of the strategic grants projects focused on education, practical action and building future capacity of organisations. Only 3 or 4 of the 32 strategic projects were arts-led communication projects, including the Solar Tree installation in Millennium Square built by recovering drug users.

#### *Reporting of Grant Funded Projects*

57. Many projects are continuing into 2016 but projects were asked to report completion or progress to the city council by the end of March 2016. This means that we do not yet have a full picture of the impact of the projects. As reports are received they will be published on our website as above. A supplementary report on the grants scheme will be produced in September 2016.
58. At this point we are able to confirm:
- The grants scheme has reached every Neighbourhood Partnership in the city – through direct funding of projects based in those communities and through activity delivered in those areas delivered on a more city-wide basis.
  - Priorities of local communities and the citywide objectives were addressed through the use of central criteria and local flexibility.
  - All five Bristol 2015 themes were addressed reasonably evenly.
  - Hundreds of organisations were funded through the programme with many of the larger projects having multiple partners. This included some of the local organisations with proven track records of delivering successful environmental projects and organisations

which were relatively new to the environmental agenda.

- The funded projects represent a balanced portfolio of practical, communication, education and capacity building projects.

### ***Future funding for projects***

- 59.** Bristol communities generated far more ideas that we were able to support, even with the UK's largest city environment grant scheme. We have investigated other funding sources to support community-led green projects in the city.
- 60.** The Quartet Community Foundation, who administered the Green Capital Small Grants fund, have secured an endowment fund of £250,000, from an unnamed benefactor. They are currently seeking match funding from individuals, companies and other philanthropic sources to increase the size of this fund. This offer is available until October 2016 and will help to establish both a long term, sustainable source of support for environmental projects as well as provide much-needed short term funding to sustain the gains of Bristol's year as European Green Capital. <http://quartetcf.org.uk/general/quay-environment-fund-challenge/>
- 61.** Two crowd-funding platforms are being piloted where local projects can be matched with individuals, companies and other organisations who wish to donate resources, volunteers and or funding to support good causes.
  - Neighbourly', a local collaborative Bristol based social media platform, is being piloted by the City Council's Neighbourhoods team.
  - The Bristol Green Capital Partnership has joined forces with Crowdfunder UK and the aim of raising £1m for projects and businesses with social and environmental impact. This could support projects that are seeking to continue their work beyond Green Capital year or new projects that have been inspired by the work undertaken in 2015. Over £100,000 has been raised to date.
  - In addition, several projects have been able to secure additional funding directly from funders, such as the Big Lottery.

### ***Bristol Green Capital Partnership***

- 62.** The Bristol Green Capital Partnership was created in 2007 with a vision to help make Bristol a low carbon city with a high quality of life for all. The Partnership was instrumental in helping Bristol win the European Green Capital Award, pulling together the work, impact and expertise of

many organisations. The Partnership was also critical to the success of Bristol's year as European Green Capital.

63. During 2015, the Partnership engaged and empowered its members through projects, events and communication, and facilitated collaboration and expertise-sharing through networks and groups. It also supported Bristol 2015's work, communicating information, stories and opportunities to its members and wider audiences.
64. The Partnership, and its theme group members, organised hundreds of meetings and events during 2014 and 2015. For example, it organised Bristol's first Healthy City Week which brought together over 90 of its member organisations to run over 100 events attended by over 3,000 people. Over two thirds of attendees said it had inspired them to change their behaviour in their personal or professional life. Many of the events were free.
65. The number of organisations in the Partnership increased from c.120 when we applied for the 2015 Award to c.850 today. Many of these organisations are using their own resources to contribute to the goal. As far as we are aware the Partnership is the largest and most diverse network of organisations committed to creating a sustainable city in any UK or European city.
66. During 2014 and 2015, the Partnership also changed how it worked. It developed from a partnership to a leadership organisation, run by a Community Interest Company. It is busy amplifying the change created by its members, and connecting NGOs, city leaders, neighbourhoods and communities to better influence, drive and transform positive change.
67. Working in partnership with other organisations is an important part of the approach taken by other European Green Capital. Most have focused on bi-lateral arrangements between the city council and partners. No other city has been able to build a cross-sector partnership of the scale and diversity of Bristol's.

### ***GO Green for Business***

68. Businesses are key parts of the city – both through their own activities and their employees. The business engagement scheme in Bristol 2015 Programme was Go Green. It helps businesses, charities and organisations take practical steps to becoming greener. It is run and managed by Business West and Low Carbon South West.
69. Businesses progress along an easy-to-follow pathway, from Say It, to Do It, to Prove It. So far, 1,224 businesses have signed up and made their initial commitment, 269 businesses are at the second stage of 'doing it', and 29 have proved their progress.

- 70.** Other European Green Capitals have developed programmes to green their business sectors. In particular Vitoria-Gasteiz ran a pledge scheme which attracted pledges from 700 businesses and Nantes ran an eco-label for businesses and 105 organisations secured that in their year. More Bristol businesses have pledged to take action and are implementing action plans as a consequence of a year as European Green Capital than in any previous city.
- 71.** In 2016 Go Green intends to continue, getting more businesses to Do It and Prove It. [www.gogreenbusiness.co.uk](http://www.gogreenbusiness.co.uk)

### ***Universities***

- 72.** The universities have been part of the green capital initiative since the beginning and have made a substantial contribution to its success and are playing an active role in the future of the Green Capital Partnership.
- 73.** The universities have:
- continued impressive environmental performance in their own operations – such as staff and student work, energy efficiency and tree planting;
  - made ambitious commitments for the future, such as the University of Bristol’s goal of carbon neutral campus by 2030;
  - organised academic events for Bristol and for international audiences with hundreds of attendees;
  - organised events for students and the community, from seminars and exhibitions to concerts and carol services – with green elements, attended by over 15,000 people;
  - encouraged over 200 of their academics to get involved in projects for the benefit of the city; and
  - run a very successful student volunteering programme (para.46) involving 1,000 students.

### ***The Schools Programme***

- 74.** The schools programme is one of the largest elements of the Bristol 2015 Programme. [www.bristol2015.co.uk/schools](http://www.bristol2015.co.uk/schools)
- 75.** When it comes to improving the future of our planet there’s no better investment than our children’s education. Evidence shows that children of 7-11 are the most receptive to the topic of sustainability and most likely to adopt long lasting eco-friendly behaviours. Research also shows that 90% of primary school teachers want to include sustainability in the class room and 76% say they don’t have the



resources.

76. The schools programme is built on a set of lesson plans, or sustainability workshops, which can be used across multiple subject areas and curriculum objectives. They aim to weave the narrative of greener living across each child's learning, not just into one lesson.
77. The programme includes a series of Best of Bristol video field trips sharing with children some of the many inspirational projects taking place around Bristol.
78. The programme also included an award winning game with a purpose – Sustainable Shaun, developed with Aardman animations and Bristol school children. [www.sustainableshaun.com](http://www.sustainableshaun.com)
79. The best resources from the Schools Programme have now been made available to teachers nationally via dedicated website: [www.sustainablelearning.com](http://www.sustainablelearning.com). They are supported by additional resources, a calendar of key events and a selection of local experts around the country which can support schools with sustainability learning.
80. We will continue to support the Bristol and National programme for 2 years ensuring it becomes firmly established part of the curriculum with funds from the 2015 funding.
81. The Bristol 2015 Schools Programme is the most ambitious and comprehensive education programme by a European Green Capital.
82. The schools programme has reached 14,300 children so far in Bristol with 2,774 attending field trips and 10,220 attending workshops at the Festival of Nature. Over 8,000 sessions have been delivered on the Sustainable Learning Website and over 50,000 people have played Sustainable Shaun, from 150 different countries.

### ***Bristol City Council Projects***

83. Bristol City Council commissioned Bristol 2015 Ltd to secure funding, develop the programme and deliver the core programme. In addition we have played a key role during the year in supporting delivery of that programme.
84. Bristol City Council managed the majority of the Grant funds and the Neighbourhood teams played a key role in supporting community projects through the bidding and delivery process. They helped to ensure that some groups which may have found it more difficult were successful with their projects.
85. Bristol City Council officers from many departments have also assisted and facilitated with the delivery of the Programme. Whether that is

through licensing and enabling events in parks and public spaces across the city, encouraging public participation in events through their day to day work or simply committing to 'Do 15 in 15'.

86. Bristol City Council has also implemented a range of projects in 2015 which will continue to have an impact into 2016 and beyond – they are helping ensure that, for Bristol, 'It Doesn't Stop Here'.

### ***Events***

87. Over 1,000 events have been part of the Bristol 2015 Programme. Events were from a range of sources:

- The Bristol 2015 team,
- Programme partners, some commissioned,
- Grant funded projects
- Other organisations adding new or existing events to the programme through the open platform created by Bristol 2015 to enable this.

88. The Bristol 2015 website played a key role in helping to promote events organised by partners across the city.

89. In order to make the Programme as accessible as possible and because no funding was being provided to many of these events we did not ask event organisers to provide monitoring data on the attendees or impact of their events.

### **Ensuring that the programme was accessible to all residents**

90. The Programme has been designed to be widely accessible and in particular to reach beyond those people and organisations who were already engaged in green activities. Key ways it sought to do this were:

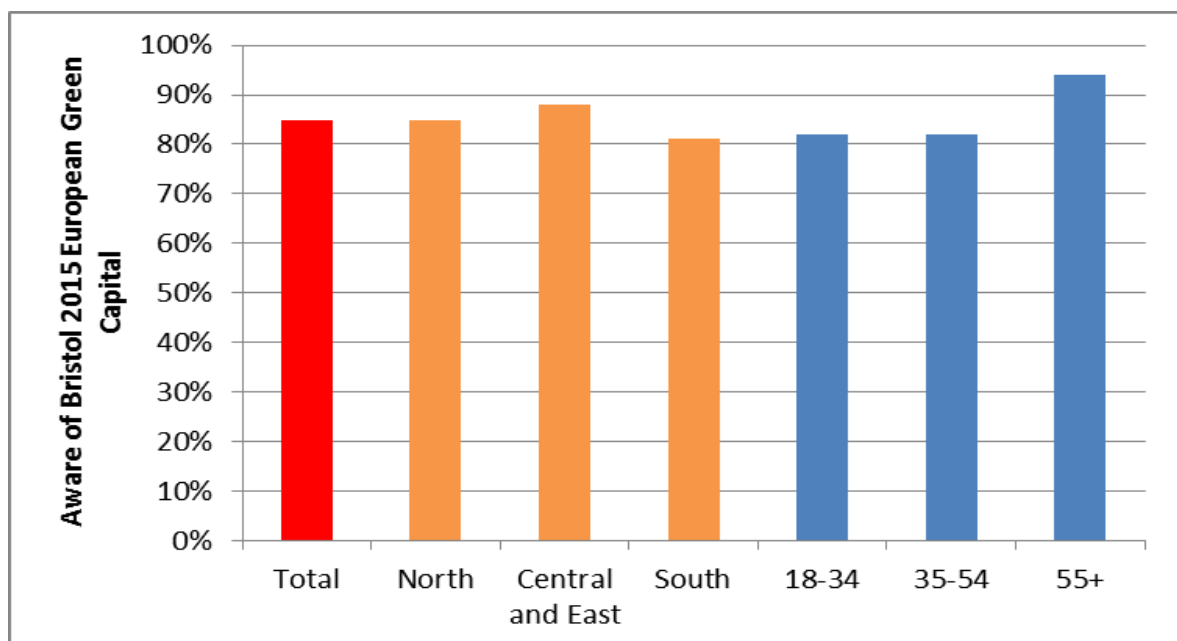
- The school programme offered to every primary school in the city and which has involved 14,300 key stage 2 children in the city.
- The One Tree Per Child scheme run with every primary school in the city and reaching all Primary school children
- A public awareness and engagement campaign which has been run in every neighbourhood, attended over 20 neighbourhood events and run city-wide poster campaigns.
- A Neighbourhood Arts programme which gave each Neighbourhood control over its project, and ran over 200 workshops with local people and reached 50,000 people.

- Free arts events such as the Whales, Sanctum and Harbour Festival light show which reached a combined audience of approximately 1 million people.
- A Neighbourhood Grants scheme where each Neighbourhood Partnership was given a budget, with the most deprived Neighbourhood Partnerships receiving 50% additional funding. This has led to over 130 individual projects run by local people.
- A Small and Strategic Grants scheme which prioritised those projects working with disadvantaged communities or those who were less engaged in the environmental agenda.
- Nearly 400 free events promoted through the website, including free events in every Neighbourhood Partnership area. There are also hundreds of free events as part of Grant Funded Projects.

**91.** One of the key ways in which the programme sought to reach the whole city was through the grants scheme. As previously stated we have asked grant funded projects to report by the end of March 2016 and so data is not yet available for these projects. Equalities monitoring data has been requested in these reports, at a level of detail commensurate with the funding.

**92.** Research in February 2016 has shown that awareness of the fact that Bristol was European Green Capital was high, above 80% for all adult age groups and in different parts of the city.

*Figure 2 Public awareness across the city*



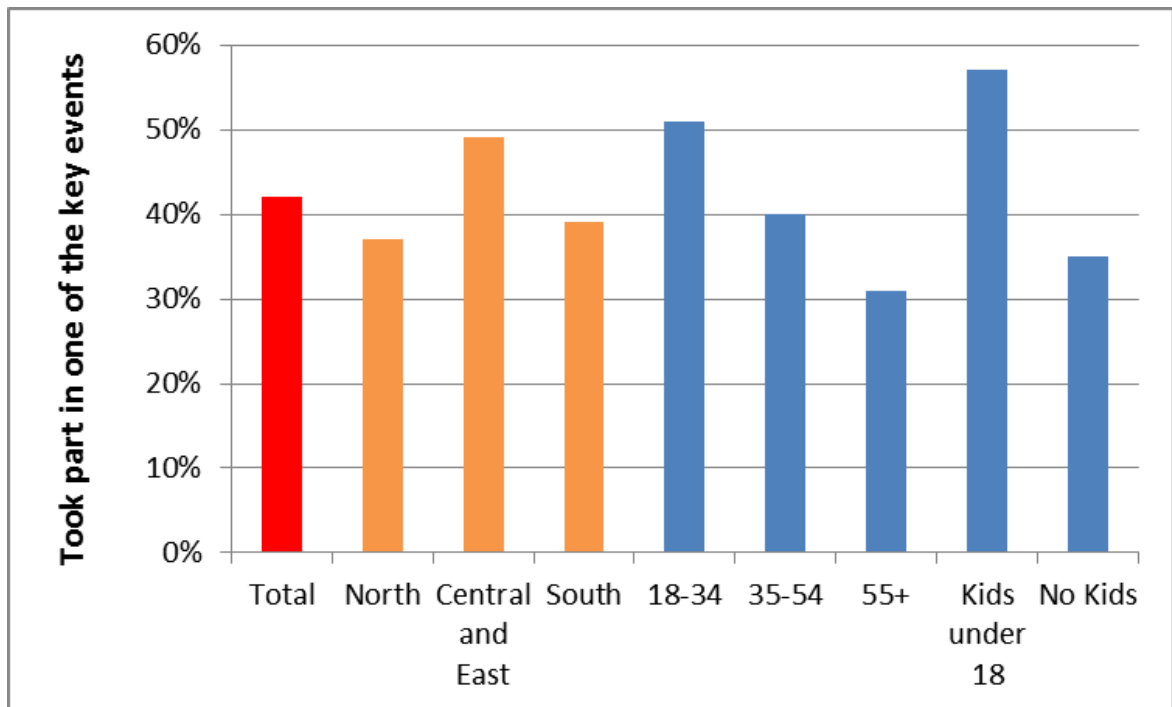
**93.** We know that many people in different parts of the city and from different communities have taken part in events and projects organised through the grants programme and neighbourhoods arts work.

However concern was raised that some of the city centre events would not be accessible to the whole city and citizens were asked whether they had been involved with any of the following events:

- Bristol Whales
- Bristol Lab
- Sustainable Sean
- Do15 in 15
- Arcadia
- Opening Ceremony

**94.** Some 42% of citizens surveyed had taken part in at least one of these events. Over 1/3 of people in each area of the city had attended and over 30% in any age group with the over 55's being the least well represented. People with children under 18 were much more likely to have attended one of the events than people without children. See Figure 2.

*Figure 3 Indicator of public involvement across the city*



### 3.3. Objective 2: Sustainability Leadership

95. The European Green Capital Award was created to share knowledge from the greenest cities in Europe with cities across Europe. We have set ourselves an even more ambitious objective to not only exchange sustainability learning between Bristol and other cities but to raise the voice of cities as part of the UN climate talks COP21 in December 2015. This objective links very closely with the objective to raise Bristol's international profile.

#### International visitors

96. The main knowledge-sharing mechanism for previous European Green Capitals was the hosting of conferences and study tours from other cities, enabling others to learn from and see the experience of Bristol. Bristol was successful in attracting 74 delegations to visit the city to learn from our experiences. Delegations were responsible for their own travel and accommodation with Bristol hosting meetings and field trips around the city.
97. This is in line with the number of delegations received by Copenhagen in 2014 and shows that Bristol has already achieved strong recognition internationally as a sustainable city.
98. The European Green Capital status attracted national and international conferences to come to the city, giving us ready-made audiences to share Bristol's sustainability learning with through the conference presentations or field trips. These included:
- **National Sustainable Schools Conference 2015** - Hosted by University of Bristol brought together primary and secondary school leaders.
  - **UK Routes to Clean Air**- The Institute of Air Quality Management and UWE's 2 day conference sharing the latest work to improve urban air quality.
  - **UN Faith in the Future** – United Nations Faith and Sustainable Development Goals conference for senior religious leaders from around the world.
  - **International Making Cities Liveable Conference** - A five-day international conference looking at multi-disciplinary solutions and creative strategies, tools and design solutions for achieving green, healthy cities.
  - **International Fair Trade Towns Conference** – Organised by the Bristol Fair Trade Network the conference linked Fair Trade with the UN Sustainable Development Goals. Some 240 delegates

saw the launch of the Bristol Resolution – calling on Fair Trade Towns and Cities to make new commitments to fair trade procurement.

## **The Bristol Method**

99. We wanted to reach out beyond the few thousand people who were able to visit Bristol for a conference or event, by creating a new resource – the Bristol Method.
100. The Bristol Method was created as a knowledge sharing platform to enable Bristol to share its experiences through a series of case studies on creating a how Bristol has made itself a more sustainable city and how we have run our year as European Green Capital. The Bristol Method is available – for free – on the Bristol 2015 website and will be maintained throughout 2016, continuing our impact. Other organisations are using the Method to generate case studies about Bristol, continuing this sharing process for us.
101. So far, the Method has been read by people in at least 56 countries, so is already increasing our international reach and helping other cities on their sustainability journey.
102. The Bristol Method also describes how we have undertaken our year as European Green Capital and is designed to assist future applicant cities and successful green capitals or those cities wishing to for example develop a grants scheme or use arts to engage citizens.

## **Summits**

103. The Bristol 2015 Programme included a series of high profile events through 2015 – from the Youth Summit in April to COP21 in December.

### ***Youth Summit***

104. Over 1,000 young people from Bristol attended this daylong event to learn about, explore and discuss the environmental issues most important to them. The programme was drawn up with young people in Bristol and its outputs were used to help design the later summits.

### ***Business Summit and City Leaders Summit***

105. The Business Summit on 22<sup>nd</sup> October brought together over 200 decision-makers and thought leaders, offering a broad spectrum of viewpoints and experiences from 11 countries.
106. Speakers included Sir Ranulph Fiennes OBE and leaders of the Bristol 2015 Commercial Partners, FirstGroup, KPMG and Skanska who shared how their businesses were accelerating change and working with city governments to co-create the cities of the future. Delegates

also took part in sessions on Smart Money, Sustainable Thinking and Innovation with leading experts in these fields

107. Day 2 saw the City Leaders Summit explored the role of cities and of city governance in creating a sustainable future.
108. The summits concluded that a renewable energy revolution was upon us and that collaboration between cities and the private sector will be vital for positive change. There was strong agreement that sustainability was a significant business opportunity and many delegates left committed to taking action in their businesses.
109. Further details can be found at: [www.bristolsummits.co.uk](http://www.bristolsummits.co.uk)

### ***Festival of the Future City***

110. Bristol's first Festival of the Future City took place over 4 days in November, thanks to the Arts Council Exceptional Award funding. Led by Bristol Cultural Development Partnership it brought together a range of partners including Innovate UK, Foresight, Future Cities Catapult and Centre for Cities amongst others. Over 7,000 people attended the 68 events.
111. There were sessions on healthy cities, age-friendly cities, smart cities, cities for all, new thinking about cities, world cities, nature-rich cities, resilience, inequality and social mobility, city thinkers of the past and what they can offer now, future work, utopian cities, the future of the High Street, immigration and cities, arts and playable cities, housing, and more.
112. Further details at: [www.bristol2015.co.uk/events/festival-of-the-future-city](http://www.bristol2015.co.uk/events/festival-of-the-future-city)

### ***COP21***

113. We realised early on that Bristol had a unique opportunity and responsibility in being European Green Capital during 2015 when COP21 took place. This is the UN Climate Summit at which the first Global agreement on climate change would be signed. Not only is the most important environmental conference of the decade it was taking place in Europe when Bristol was Europe's green city ambassador.
114. The potential of being able to include COP21 as part of the programme was valued by partners and a key reason for UK Government funding.
115. The Bristol presence at COP21 consisted of four elements:
  - Hosting the Cities and Regions Pavilion with Paris with dedicated time slots and high profile promotion of the city.

- A prominently located Bristol stand adjacent to the Pavilion, so that we could have a permanent presence throughout the conference.
- Bristol speakers at events in and around COP21.
- Media communications.

- 116.** These elements were mutually supportive – the hosting of the pavilion led to speaking opportunities, and these in turn generated media opportunities. This multi-pronged approach ensured that we maximised the value of the opportunity.
- 117.** The Bristol presence at COP21 had a media reach of 18 million and social media reach of 104,000. It generated 20 minutes coverage on BBC Breakfast TV and 10 minutes on primetime Canadian TV.
- 118.** Bristol has successfully undertaken its responsibilities as a role model for green cities, not just in Europe but internationally. We have exceeded the expectations of the European Commission.
- 119.** Not only did Bristol effectively promote itself through COP21 we were able make an effective contribution to the climate agenda.

### **3.4. Objective 3: International Profile**

- 120.** We set ourselves the objective to use the Award to build a global profile for Bristol to support appropriate exports, inward investment, tourism and economic growth to benefit the whole city. Building a profile of a city takes time to see the results in the city, however there are some short term measures which allow us to understand how we have made progress on this objective. This objective links very closely with the objective of Sustainability Leadership and much of the work under that objective has been designed to help raise Bristol's international profile.
- 121.** Bristol City Council's European and International Service worked in partnership with Bristol 2015 Ltd and other partners across the city to run a programme of international events and host over 70 delegations. Although Bristol's reputation for sustainability has been growing nationally and internationally for at least a decade, we used our year as European Green Capital to accelerate this journey.
- 122.** Bristol City Council is actively developing the relationships started or enhanced during 2015. Bristol will build on its successful track record of securing European Union funding for environmental projects in the city. These include a grant of over £2m from the European Investment Bank which kickstarted our energy programme and a share in €25m innovation funding for smart energy and transport.



**123.** The Green Tech Festival was a key part of how the programme promoted Bristol and West of England businesses. Venturefest was the centrepiece of 2015's GreenTech Festival. 1,200 entrepreneurs, innovators, investors and thought leaders from local start-ups through to international businesses met for the day-long event at Bristol's tech hub, the Engine Shed. The Venturefest event achieved a media reach of 15 million people.

#### **4. Discussion of Programme**

**124.** During the various meetings with Scrutiny Commissions and Overview and Scrutiny Management Board during 2014 and 2015 several issues have been raised and these are addressed in the following review of the Project.

##### **4.1. Balance of the Programme between the Objectives**

**125.** Councillors expressed the view that too much money was being spent on the Sustainability Leadership and International Profile objectives, with high profile events and international facing activity, and insufficient being spent on the Local Empowerment objective.

**126.** The objectives were developed to reflect:

- The core purpose of the award, for Bristol to share its experiences with cities across Europe so that they can become greener.
- The opportunity that the Award gave Bristol to showcase our businesses and promote itself to the world as a city to invest in
- The interests of UK Government on the activities which would raise the profile of Bristol and the UK and be most likely to generate investment and jobs.

**127.** In response to priorities identified by Councillors and others and the level of commercial sponsorship which was attracted for the business facing events funds were reallocated and the changes agreed with DECC.

**128.** We have compared the Bristol programme with those of previous green capitals. Bristol spent far more on locally run projects in the city than any other predecessor.

## **4.2. Arts based activity in the Programme**

- 129.** Concern has been expressed about the amount of funding used for Arts based activities in the Bristol 2015 Programme.
- 130.** Less than 10% of the total funding for the Programme has been directed towards arts-led activities, and less than 5% of the funding from sources other than the Arts Council England. The key ones are:
- Six Projects funded by Arts Council England
  - 14 Neighbourhood Arts Projects
  - A few projects funded through Bristol 2015 grants
- 131.** Bristol was fortunate in securing £744,564 from the Arts Council England. This funding which was, as its name suggests, for Arts activity and was not transferrable to other types of projects.
- 132.** Some of the funds earmarked for communication activities in the DECC funding was reallocated to Neighbourhood based projects. Each Neighbourhood Partnership was given fund to commission an artist to work with them on an issue of local interest. All of the Neighbourhood Partnerships took advantage of this opportunity.
- 133.** The Neighbourhood Arts Programme has engaged nearly 10,000 people directly through some 38 events and 221 workshops. It has reached nearly 50,000 people as audience members and continues to reach an estimate 20,000 people. It has helped increase the accessibility of the programme and of environmental issues to people across the city.

## **5. Long term impacts**

- 134.** The Green Capital Initiative is a long term one. The winning of European Green Capital 2015 has given us an enormous boost and strengthened our ability to ensure long term impact on the city of Bristol, provided the achievements leading up to and in the year are built on and the ambition is shared by all partners including the city council.
- 135.** The full and comprehensive effects on the city from the year as European Green Capital will not be fully visible for some years. The European Commission has recognised this in its reporting requirements – with an initial review of the year after (Our Citywide Review) and a 5 Year Report, which we will produce in 2020.
- 136.** The discussion of what we do next to build work so far will be the subject of the next agenda item.

## LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

### **Background Papers:**

Previous council meetings are listed in **Appendix 1**.

End of year reports of previous European Green Capitals can be found at: <http://ec.europa.eu/environment/europeangreencapital/index.html> The post assessment reports are given for each city under the link "Winning Cities".

## ***Appendix 1: Scrutiny and Audit Committee Meetings on European Green Capital***

From June 2013 European Green Capital has reported to the following:

27th June 2013: Cabinet

13th February 2014: Sustainable Development & Transport Scrutiny

31st July 2014: Place Scrutiny

23rd September 2014: Audit Committee

16th October 2014: Overview & Scrutiny Management Board

7th November 2014: Audit Committee

14th November 2014: Overview and Scrutiny Management Board

16th December 2014: Cabinet

24th April 2015: Audit Committee

27th November 2015: Audit Committee

2nd March 2016: Overview and Scrutiny Management Board

Papers for all these meeting can be found on the City Council's website:

<https://www2.bristol.gov.uk/committeeMeetingFinder>

## ***Appendix 2: Communication with Councillors***

Regular communication has been undertaken with Councillors on the development and delivery of the Project. During the development phase this was primarily with Scrutiny – regarding the approach to delivery, institutional arrangements and programme development. As we moved towards delivery the focus has been fortnight newsletters to all councillors and regular face to face briefings.

### **Communication with Councillors in Scrutiny**

During the Planning Phase of the Project the project was brought to the City Council's Scrutiny Committees on 5 occasions:

- February 2014: Planning and Transport Scrutiny Commission (subsequently replaced by the Place Scrutiny Commission), Presentation and discussion on overall approach to delivery of the award, including the institutional arrangements.
- July 2014: Place Scrutiny, Report on institutional arrangements and governance, funding and the outline programme.
- October 2014: Overview and Scrutiny Management Board, Report in response to questions from the Chair of the Overview and Scrutiny Management Board
- November 2014: Audit Committee, Report on governance arrangements in place in relation to Bristol 2015 Ltd and a financial update on grant funding and external sponsorship.
- November 2014: Overview and Scrutiny Management Board, Report on the process for the grant programme including application and decision processes.

The Scrutiny process has operated in its normal way and no special rules have been imposed. Questions have also been asked and responded to at various Full Council and Cabinet meetings.

### **Cross-Party Working Group**

Councillors from each Party Group and the Lord Mayor have been on a working group which has met monthly since July 2014. Their primary focus has been on ensuring that the Council played its role in the European Green Capital year effectively. They complement the Scrutiny function.

### **Communication with Councillors as a whole**

All Councillors have been invited to a series of briefings since Sept 2014. The briefings were held twice each time to assist councillors. Between 5 and 25 councillors have attended each briefing. Follow up copies of slides etc have been provided to all councillors by email.

Written briefings were provided from September 2014 and fortnightly updates direct from Bristol 2015 team were provided through the year of 2015.