

**BRISTOL CITY COUNCIL**

**Place Scrutiny Commission**

**31<sup>st</sup> July 2014**

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

**Title:** Update on Bristol European Green Capital 2015

**Ward:** Citywide

**Officer Presenting Report:** Stephen Hilton, with Kris Donaldson, Chief Executive Bristol 2015

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**RECOMMENDATION**

The Commission are asked to note and provide feedback on progress of plans for Bristol's year as the European Green Capital 2015, in particular related to:

- The emerging institutional and Governance arrangements.
- The progress in securing additional funding from Government and the Private Sector.
- The outline programme.

The Commission are asked to plan further consideration of the arrangements as part of their work programme for 2014/15.

## Summary

The report provides an update on the development of plans for Bristol's year as the European Green Capital 2015, with a particular focus on:

- The emerging institutional and Governance arrangements.
- The progress in securing additional funding from Government and the Private Sector.
- The outline programme.

### **The significant issues in the report are:**

Bristol is the European Green Capital 2015 and plans are progressing well for the delivery of a successful year and for creation of the lasting impact from the Award and year on the sustainable development of Bristol.

Institutional and Governance arrangements have been created to ensure the effective management of the year and achievement of the goals.

Bristol has successfully secured £7m of additional funding from the Government for this initiative and is progressing discussions with potential partners from the private sector.

Some key elements of the programme are presented, including action to involve every community in the city, to raise Bristol and Bristol businesses profile and create jobs, and to share knowledge of sustainable city development across the world.

## Policy

2. In June 2013 the Mayor decided to:

- Accept the European Green Capital Award 2015 on behalf of the City of Bristol.
- Develop a Programme for Bristol European Green Capital 2015.
- Commence a planning and commissioning process for the Programme using £1.2m of one-off funding and that secured from external partners

## Consultation

### 3. Internal

This is an update report, however, all directorates are involved in the development of plans for 2015.

## **4. External**

This is an update report, however, a wide range of stakeholders are involved in the development of plans for 2015.

### **Context**

5. Bristol was awarded the title of European Green Capital for 2015. This is a great achievement for the city and also a great opportunity.
6. In February 2014 the Planning and Transport Scrutiny Committee received a presentation on the overall approach being taken by the City Council to realising the opportunity of the Award.
7. This report is an interim update for the Commission, addressing governance, funding and programme development. Further scrutiny is planned as part of the Commission's work programme for 2014/15.

### **Proposal**

8. This paper is an update on the emerging plans and addresses:
  - A: institutional arrangements and Governance,
  - B: funding
  - C: the outline programme.

#### **A: Institutional arrangements and Governance**

9. There are three key institutions involved in the Green Capital initiative: the City Council, the Bristol Green Capital Partnership and the Bristol European Green Capital 2015 Company.

### **The City Council**

10. Bristol City Council has a key role to play in the success of Bristol's year as European Green Capital – both in working with the key partners identified here but through its own activities.
11. A programme of BCC action is being developed and this will be considered by the Strategic Leadership Team and by a newly formed cross party working group of Councillors.
12. This programme will be presented to the Commission as part of its further consideration of 2015 arrangements.
13. Bristol City Council also has a key role in ensuring that 2015 has a long term impact on the future of the city.

## **The Bristol Green Capital Partnership**

14. The Bristol Green Capital Partnership was formed in 2008 to bring together a wide range of stakeholders in a network, with the aim of making Bristol a low carbon city with a high quality of life for all. The partnership now has over 500 member organisations.
15. In January 2014 the Partnership revised its structure and this is set out in Appendix 1. In summary the Partnership is governed by its members who directly elect the Chair and Vice Chair. The partnership is comprised of a series of Action Groups with particular foci, for example on Energy or on Education. The Chairs of these Action Groups form the Steering Group, with the directly elected officials. Within this accountable and democratic structure the partnership has recently formed a Community Interest Company. It employs one full time co-ordinator.
16. The City Council has played a key role in this Partnership and is represented on the Steering Group by an Assistant Mayor and by an officer – the Sustainable City Manager. It is also represented by officers on the Action Groups, as appropriate.

## **Bristol European Green Capital 2015 Company**

17. Bristol 2015 Ltd is a company limited by guarantee and was established by Bristol City Council to lead the delivery of the 2015 Programme designed to inspire, educate and celebrate. Bristol 2015 Ltd has an independent Board that is responsible for the governance and direction of the company.
18. In addition to leading the delivery of the 2015 programme, Bristol 2015 Ltd is also responsible for:
  - Raising incremental funding and allocating these resources to support the delivery of the 2015 Programme in coordination with its key delivery partners based on objectives and priorities agreed by the Board.
  - Establishing an overall strategy and framework for 2015 that facilitates the participation of the many stakeholders across Bristol and the City Region, creating a powerful marketing and communications platform that is able to tell this important story locally, nationally and internationally.
  - Although Bristol 2015 Ltd's vision, objectives and desired outcomes all contribute toward establishing a tangible legacy, the 2015 Company is not responsible for leading on the legacy given that it won't exist beyond the end of March 2016. Ensuring a "platform for

legacy” will be a core consideration in terms of establishing new ways of working, thinking and enabling a shift in attitudes and behaviours. There is also the potential for projects, activities and interventions that start in 2014, but are delivered over a 3 – 5 year period.

- Bristol 2015 Ltd will establish a charitable trust to facilitate the support of trusts, foundations and lottery to resource both the delivery of key 2015 Programme elements as well as provide legacy funding for key projects and efforts beyond 2015.

**19.** Bristol 2015 Ltd’ vision is for Bristol to become one of the global leaders in sustainable urban living. Its specific objectives are:

- **Local Empowerment:** To work with existing initiatives and networks and with communities in the Bristol area to ensure that the value of sustainable living is delivered across neighbourhoods, businesses and the voluntary sector, resulting in attitude and behaviour change.
- **International Reach:** To build Bristol’s global profile as the UK’s most pioneering, sustainable city region to drive appropriate exports, inward investment, tourism and economic growth.
- **Sustainability Leadership:** For Bristol to become the leading forum for UK, European and Global exchange in sustainability expertise in the lead up to the 2015 UN Conference on Climate Change.

## **Key Components and Governance**

**20. The Bristol 2015 Board:** Comprised of 13 Members representing a broad spectrum of Bristol City Region stakeholders, including the Mayor (See Appendix 2.) The Bristol 2015 Board is the key decision-making body for the Bristol 2015 Ltd. The Board’s role is to provide strategic leadership to the Bristol 2015 Company particularly in determining the overall ambitions and outcomes, prioritisation and allocation of core strands of funding, delegating specific content and funding decisions to the Bristol 2015 Executive and ensuring that the necessary financial and human resources are in place for the company to meet its objectives.

**21. Theme Groups:** These are Advisory Committees to the Board for five themes identified as core areas within which Bristol 2015 will support significant activity through the year: Resources, Energy, Transport, Food and Nature. The Committees will advise the Board on matters relating to its own Theme. Decisions with respect to funding, support, promotion, or endorsement will be made by the board, but the Board will rely on advice from the Committee.

- 22. The Bristol 2015 Team:** This team is responsible for the delivery of key elements of the Bristol 2015 Programme and working with other key partners across the Bristol City Region to create a year of activities and events that help achieve the three goals of local empowerment, international reach and sustainability leadership. This team is also responsible for leading incremental revenue generation and marketing of the Bristol 2015 Programme locally, nationally and internationally. The Senior Management Team is Kris Donaldson, Esther O'Callaghan, Tom Silk and Savita Custead.
- 23. Commercial Partners:** In parallel with the approach to securing Government funding, Bristol 2015 has launched a Commercial Sponsorship Programme to encourage private sector to provide both cash and value-in-kind to projects and activities during 2015. With a three tier structure for procuring private sector sponsorship, most efforts have thus far been focused on 'Tier One Partners' and we expect that there will be an announcement shortly of those initial companies making a commitment.

### **Inter-relationships between the three organisations**

- 24.** The Partnership and Company governing bodies include representatives of each other's organisation and of the City Council. The Mayor and the Chair of the Partnership are members of the Board of 2015. An Assistant Mayor, BCC Officer and a 2015 Company Director sit on the Steering Group of the Partnership.
- 25.** The development of 2015 programme is being undertaken with close co-operation between the Company, Partnership and Council.

### **B: Funding**

- 26.** Bristol City Council has invested £1.2m into the commissioning and delivery of Bristol European Green Capital 2015 with the intention of securing significant additional funding from the UK Government and from the private sector.
- 27.** Bristol has been successful in securing £7m of funding from Government for the Bristol European Green Capital 2015 Programme. Discussions are on-going with Government regarding the details of this funding.
- 28.** Funding from commercial partners is being progressed as described in paragraph.
- 29.** Additional grant funding of £744k has been secured from the Arts Council England. This is the single largest grant made by the Arts Council under the Exceptional Award programme to date.

30. The Arts Council Award is one example of how Bristol 2015 is helping to lever in additional funding to support activity within the year.

### **C: Outline Programme**

31. The programme for 2015 is under development and this paper updates the Commission on the emerging plans. Some of these are subject to change.

32. The overall concept for the programme is:

“Shared responsibility to create a healthy and happy city”

33. The programme development is being centred around five themes:

- Nature
- Food
- Energy
- Resources
- Transport

These themes do not exclude other issues being addressed through the programme but are intended as a focus.

34. The programme is being developed to address all of the 3 objectives for the year. Consideration is being given to a range of criteria including sustainability and environmental management and it takes into social inclusion and diversity across the whole year.

35. The programme incorporates elements of new activity as well as support and commissioning of local partners. It also serves to ensure a wide spread of activity, engagement and outreach and to ensure that public funds have maximum impact as well as helping to lever in additional funding and commercial sponsorship.

36. The outline programme consists of the following strands:

- **Bristol 2015 Grants Programme:** To meet Objective 1 £2 Million has been allocated to help take existing activity to a new level and help fund new projects. This has been designed taking into account advice and feedback from key stakeholders and partners including Bristol City Council, the Bristol Green Capital Partnership and the Neighbourhood Partnerships.
  - Neighbourhood Grants (live)
  - Small Grants (launches August 2014)
  - Strategic Grants (launches Sept 2014)

These funds support a broad-based effort to ensure that each Bristol community is able to participate in Bristol 2015 and that

2015 provides a catalyst to help change attitudes and behaviour across key themes that also helps build capacity across these communities for beyond 2015.

A transparent process is currently being developed for the distribution of £2M of funds for the benefit of the city with support from Bristol City Council and Quartet Community Foundation.

- **Local Education initiatives and National Schools Programme:** A range of local education initiatives launching from January 2015 will culminate in a National Schools Programme. This will be the 1st UK school's programme devoted to helping young people understand the role they and their families can play in creating happy and healthy cities.
- **The Bristol Welcome:** Whether a local resident, business, visitor, cultural tourist or business visitor, we want to create a world class welcome for everyone.

Bristol 2015 Ltd. is working with key gateway partners including Bristol Temple Meads and the Airport, as well as other key stakeholders and front-line businesses to help create a common approach and promotional effort that will give our visitors a consistently, positive impression.

We are exploring how the programme can actively include children and young people in arts and creative projects in their communities in a celebration of Bristol being awarded European Green Capital.

- **Bristol Volunteering Programme:** With the ultimate goal of embracing existing volunteer efforts across Bristol including individuals, business and the public sector, this programme will seek to bring together 10,000 volunteers across the year to support key projects, activities and events in 2015 and build capacity for activities beyond 2015.
- **International Summits:** Working with key global partners including the United Nations, UK Foreign and Commonwealth Office and the British Council, these Bristol Summits will have their focus in Bristol, but will have global impact with high profile participants and a 'virtual summit' component that will link cities across the globe and lead to Bristol leading a 'Cities Pavilion' in Paris 2015 for the UN Conference on Climate Change.

This strand includes:

- Global Youth Summit
- Business Summit
- ICLEI Cities for Tomorrow Summit



- International Fair Trade Towns Conference in partnership with Bristol Fair Trade Network and the WHO (World Health Organisation) first Cities of Health Conference (in partnership with UWE).
- **International Green Tech / Clean Web Festival:** In partnership with key Bristol City Region and national stakeholders, this yearlong festival will celebrate and showcase strong cluster of local Green businesses and help build their national and international profile. This recognizes the strength of these sectors in Bristol and the City Region and will support inward investment and indigenous business growth.
- **Festivals, Events, Major Institutions:** A city wide initiative in partnership with the Bristol City Council to work with the cultural sector to improve their sustainability working to reduce the carbon footprint of festivals and events and to help them develop more sustainable practice.
- **Arts and Culture Programme:** Funded through the Arts Council Exceptional Award, Bristol 2015 has a goal of helping to reach a greater percentage of the population and parts of Bristol communities that the standard 'green' messaging doesn't reach. This yearlong, broad-based effort will use arts and culture to help reach this broader audience with key messages to help change attitudes and behaviour.

The ACE Exceptional Award funds 6 distinct projects all of which represent both cultural highlights for the programme calendar and incorporate outreach, education and engagement programmes that sit alongside the set piece.

An Arts and Sustainability Conference will take place in March 2016 as part of a wider monitoring and evaluation process for the year.

**37.** Work is progressing rapidly with a number of public launches over the summer, including:

- July: Neighbourhood Grants (£250k)  
Small Grants (£250k)
- August: Strategic Grants (£1,500k)  
2015 Brand
- Sept: Programme Highlights  
Small and Medium sized business programme  
Volunteer programme

## **Other Options Considered**

38. This report is an update on progress.

## **Risk Assessment**

39. This report is an update on progress.

## **Public Sector Equality Duties**

40. This report is an update on progress.

## **Legal and Resource Implications**

This report is an update on progress.

## **Appendices:**

1: Bristol Green Capital Partnership

2: Bristol European Green Capital 2015 Company

## **LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

### **Background Papers:**

None

## **Appendix 1: Bristol Green Capital Partnership**

The Bristol Green Capital Partnership is a network of organisations committed to turning the vision of a 'low carbon city with a high quality of life for all' into a reality. It's focus is broadening engagement and deepening legacy. The Partnership exists to support the collaboration, connection and participation needed for diverse plans and projects across the city to achieve their potential.

It was created in 2008 and predates and will continue past the European Green Capital Award Year.

The Partnership is legally constituted as a Community Interest Company. The Board of the CIC is comprised of the Chair and Vice Chair of the Partnership and others appointed by the Steering Group.

Full details at: <http://bristolgreencapital.org/about/>

### **Chair and Vice-Chair**

Voluntary roles elected annually by the organisational members of the Partnership. The maximum term of office is 2 years. After holding office, a previous incumbent cannot return to office for 1 year.

The Chair undertakes to:

- Represent and advocate for the Partnership, acting on behalf of its members.
- Help build a simple, transparent and effective organisation.
- Widen engagement in the Partnership.
- Facilitate communication within and beyond the Partnership.
- Help secure resource for the Partnership.
- Be the primary point of contact with the Bristol 2015 Company, and sit on it's board.

The Vice-Chair undertakes to:

- Deputise for and support the Chair and in particular to be the primary point of contact for the Partnership's Action Groups and actively support them to fulfil their role effectively.

### **Steering Group**

The Steering Group provides a cross-cutting, long-term, strategic view, and helps cross-fertilise ideas, resources and capacity between the different areas of activity and change.

It consists of the leader or deputy leader of each Action Group. Additional

members of the SG include: the Chair and Vice Chair, an elected member of Bristol City Council (Cllr Hoyt), an officer of Bristol City Council (Alex Minshull), a representative from the 2015 Company (Savita Custead)

The SG has three main functions:

- To facilitate cross-communication between the AGs, and with the elected representatives of the Partnership, Bristol City Council and 2015 Company.
- To prioritise and decide on cross-cutting issues and opportunities for the Partnership, including managing resource coming in to the Partnership, legal constitution, vision and ways of working, infrastructure and support.
- To prioritise issues and opportunities for the 2015 Company.

The SG meets once per month.

## **Action Groups**

Action Groups (AGs) are formed by Partnership member organisations around specific topics or themes. AGs are the primary vehicle for Partnership activity, and are an integral part of the long-term sustainable future of our city.

Quality standards and Governance standards are set for the Action Groups.

Action Groups work to develop an agreed shared vision of key change sought in their area of focus, map main areas of activity, success and innovation in the city, and prioritise the outcomes of this mapping exercise.

## **Partnership Co-ordinator and Administration Apprentice**

The partnership's paid officer post, reporting to the Chair. Their role is to co-ordinate communications, undertake the administrative functions of the Partnership help to plan and facilitate Partnership events and meetings, liaise and support liaison with Bristol 2015 Company and Bristol City Council.

## **Appendix 2: Bristol European Green Capital 2015 Company**

### **Board Members of Bristol 2015 Ltd**

Andrew Garrad (Chair)  
George Ferguson  
Carolyn Hassan  
Malcolm Shepherd  
Peninah Achieng-Kindberg  
Bevis Watts  
Jane Stephenson  
Guy Orpen  
Helen Browning  
Steve West  
Philippa Bayley  
Kulveer Ranger  
Alan Barr