

Camden Climate Citizen Panel

Year 2 – Meeting 2, Wednesday 23 March



Abi Roberts, Sustainability Officer

1. Welcome & Introduction(s)
 - a. Connection & check-in
2. Climate Communication(s) Update
 - a. Presentation: Communication dissemination & improving reach
 - b. Panel discussion & feedback
3. BREAK
4. Transport Update
 - a. Presentation: Safe & Healthy Streets followed by brief Q&A
 - b. Panel discussion & feedback
5. Open Panel Discussion
6. Summary, Wrap-up & Close



Progress – where are we?

- 9 meetings so far between October 2020 – October 2021, online and in-person
- 2 meetings left before we close out the first cycle of the Citizen Panel and year 2 of this term:
 - June 2022, July 2022 (reflection and wrap-up)
- October 2021 panel members decided the key areas of focus for remaining meetings:
 - **Climate Comms (March)**
 - *'Link initiatives and create a network of knowledge sharing'*
 - *'Camden Corporate comms, CCCA, community groups, active networks, the panel, map networks and channels.'*
 - **Transport (March)**
 - *'Future vision of the borough, initially more cycle routes and fewer private cars with the implementation of more Low Traffic Neighbourhoods (LENS).'*
 - **Retrofit (housing and schools) (June)**
 - **Finance and Governance (June)**
- Involve supporting the remainder of our sessions



Panel Check-in & connection

By way of introduction and connection, please share your name, and if you are happy to, where you live in Camden?

And your response to the connection question, which is:

What is one positive, big, or small, that you have seen, heard, or read about recently regarding climate emergency/change? And if there isn't one, one thing you have seen you would like to share?



Climate Comms Update



**TACKLING THE
CLIMATE
CRISIS**

Sustainability & Corporate Comms Teams

involve

Climate Comms - Development

- In the Climate Action Plan 2020-25 we committed to:

'In 2020-21, design and deliver a public information campaign on the climate crisis focusing on how individuals can reduce their carbon footprint.'

- Presented '5 thematic areas' of the campaign to the citizen panel in November 2020, as well as an update on progress in January 2021:

- Food
- Travel
- Consumption and waste
- Home energy
- Community Action

- We sought feedback on:

- Have we got the campaign right?
- How best can we use this information to engage as many people as possible?
- Which groups do the panel think they could reach?

- In January 2021 we paused climate comms to prioritise dissemination of vital public health guidance on Covid-19, but we still

- Launched climate crisis webpages
- Explored and developed our approach and audience understanding
- Commissioned consumption emissions analysis to inform our thinking



We captured your feedback

Development of campaign during Covid-19

- **Outreach strategies**

- Ensure information reaches Camden's diverse communities and is relevant
- Devise strategy to encourage and support residents taking personal actions
- Develop personal stories to inspire action
- Communicate benefits to action

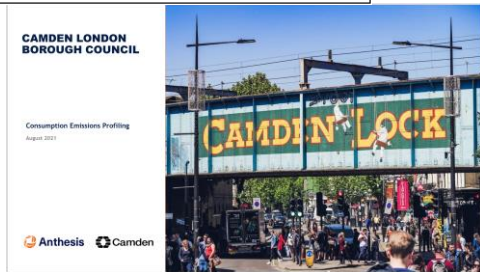
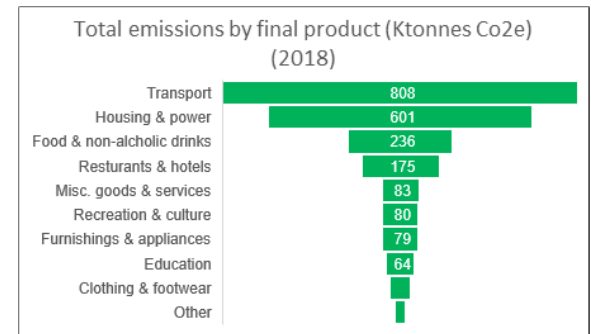
- **Actions people can take linked to net zero targets**

- Commission a study based on the carbon footprint of an average Camden resident

- **Stronger vision and sense of urgency**

- Utilise and link to reputable sources and how to act now
- Update Climate Crisis webpages

Promotion of climate comms began in the lead up to COP26



Communications aims



1. To promote the Council's focus on **tackling the climate crisis** and our ambitious programme of activity to support carbon emission reduction
2. To promote **work in the community** and the **inspiring examples** of community action already being undertaken to reduce carbon emissions in Camden, as seen at events such as the CCCA celebration held on 3 November – highlighting the wide range of work happening, including our commitment to be a zero carbon borough by 2030, Safe and Healthy Streets work, and our We make Camden sustainable missions
3. To **encourage Camden residents, organisations and businesses to take action** to respond to and tackle the climate crisis linked to the 5 themes: energy, consumption, travel, food and community action
4. To encourage and empower residents to get **involved in our campaign** which will link to any other relevant community-led events or participation activity – including with content that has been co-developed with local climate activists

Strategy

Audiences

- Targeted at everyone who lives, works or studies in Camden, local climate activists, and our businesses, VCS and schools
- Overarching message that when we work together, we can create positive change and tackle the huge challenge we are facing.
- We'll aim to reach all of our residents – those already involved in climate work and those who are not – and encourage them to take action.

Channels

- We will use our channel strategy to maximum impact
- Creating engaging and thought-provoking materials to inspire change e.g panel, VCS networks, and making sure our messaging is visible across the borough

Messaging

- Use clear and simple key messaging to encourage people and businesses to get involved
- Show tangible and local ways to reduce our impact on the climate, and signpost residents to ways to get involved and make a difference
- Continue to develop the strong visual identity we've previously developed for the campaign
- Communicate seriousness of what we're facing – but also to give practical, positive advice
- We will demonstrate the social impacts – locally and around the world, using statistics and data that show the impact of our emissions e.g. what our waste amounts to, and sharing ways to cut down on these

Comms campaign & Covid-19

- Lead up to COP26 acted as a spring-board for climate messaging, including promoting successful events such as the Schools Summit and CCCA Celebration Event and their outcomes, including sharing best practice and examples of community action.
- Continue to promote our Tackling the Climate Crisis campaign – supporting and promoting actions Camden Council, our communities and climate activists are taking to reduce our emissions. Including promotion of Camden Climate Pledge and Camden School Climate Charter, working with people and community organisations to develop content bringing forward local voices, developing graphics to share across social channels with calls to action, messaging in lead-up to winter around sustainable food, consumption and waste, home energy / fuel poverty. We've also been promoting the Camden Climate Investment with early success.
- Linking in with our We Make Camden community cohesion and participation work, to encourage and empower residents to get involved at a local level by sharing examples of how to do so, through individual or group action, including practical tips. Examples linked to the five themes co-developed at the beginning of our campaign: energy, consumption and waste, travel, food and community action
- Keen to continue to develop work with residents and groups playing a part in local climate action to co-develop content and campaign materials, including by ensuring that their voices and stories are front and centre, as well as those of residents, community organisations, and local businesses.

Campaign content



Working with local community groups to make our services accessible for Camden's communities e.g.

hopscotch



Example of graphic celebrating some of the progress we've made, and how people can get involved e.g. use bicycle lanes, hire bikes

The Camden Climate Investment is now live

Join as one of our first investors and invest from £5 to help directly fund local climate projects in Camden:

- Installing 80 further electric vehicle charging points
- Making school streets healthier and more environmentally friendly
- Contributing to the replacement of Camden Council's fleet of diesel and petrol vehicles with green alternatives
- Installing solar panels on public buildings

Help tackle the climate crisis today – find out more at camden.gov.uk/climateinvestment

This investment pays 1.75% interest per year fixed, before tax, every 6 months and repays your original investment after 5 years.

Capital at risk. Investments are long term and may not be readily realisable. This communication has been approved as a financial promotion by Abundance Investment, who are authorised and regulated by the Financial Conduct Authority (525432).

CAMDEN CLIMATE INVESTMENT Camden

Newspaper ad for the Camden Climate Investment

Examples of graphics sharing ideas on how to take individual and social action – shared with further information and links, e.g. to Meat Free Monday, Library of Things

SHARE, BORROW AND LEND

ITEMS IN YOUR COMMUNITY. IT'S GOOD FOR YOUR POCKET AND THE ENVIRONMENT.

TACKLING THE CLIMATE CRISIS Camden

HALVE YOUR FOOD-BASED CARBON EMISSIONS BY CUTTING DOWN ON MEAT IN YOUR DIET.

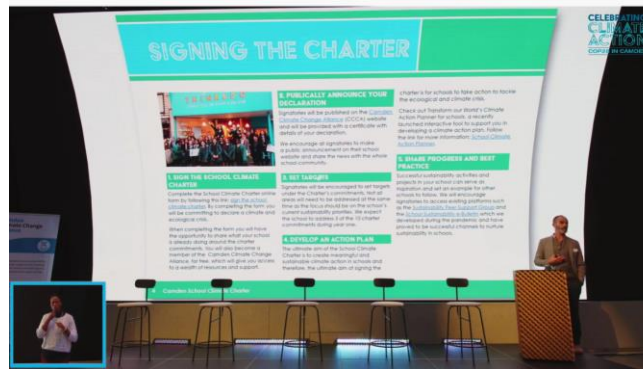
TACKLING THE CLIMATE CRISIS Camden

ধীন কেমফেন হেফলাইন 0800 801 738
camden.gov.uk/wellandwarm Camden



Tackling the Climate Crisis - Food

Some of the video content across our digital channels – sharing the stories and voices of people involved in local climate action, content from events



Camden School Climate Summit - Together towards a net-zero carbon borough

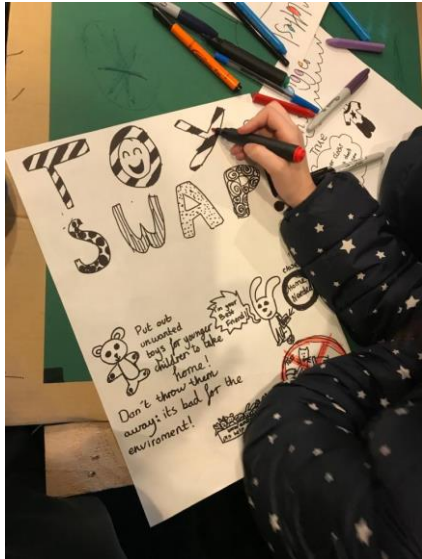
The Council has an ambitious programme of activity to create a sustainable borough and there is powerful work happening within Camden's communities and amongst local activists:



CAMDEN POP-UP THINK&DO Barrier Buster Climate Action Sessions

Come and join monthly sessions for teachers and school staff. At each of these hour long sessions there will be time to barrier bust any climate issues your school has. This will be followed by an in-depth chat on the following themes:

- ★ January – Rewilding & biodiversity
 - ★ February – Waste & Resources
 - ★ March – Enchanting the disenchanting/ making climate action fun
 - ★ April – Food
 - ★ May – Procurement and circular economy
 - ★ June – Transport
- Contact
thinkanddocamden@gmail.com for meeting details



REFUGEE COMMUNITY KITCHEN

Organisation name: Refugee Community Kitchen

About the organisation project

Refugee Community Kitchen was set up in response to the refugee crisis in Northern Europe in 2015 and they are still here today. In the summer of 2020, we made three food parcels for over 1,000 people and provided by providing hours of volunteering. It had become an essential part of food for the community. It is still very much needed in Camden and now have 8 services in Camden and Edinburgh.

They try to make their services as sustainable as possible, with the intention of building stronger communities. When first starting, outdoor services in the UK, it was thought that they were going to reach their destination, but it was becoming so much more. They serve homeless, rough sleepers, people in food poverty, people with mental health issues, drug users and people who just need connection. They were food together with love and without judgement.

On tackling the climate crisis

- Focus on the environmental aspects of their service.
- Use biodegradable products.
- They use surplus food for the majority of their service.
- From January 2021, they have equipped 37 boxes of surplus food.
- Use locally sourced food.

On supporting the community

- They provide food parcels to people who are struggling to make ends meet without judgement.
- They have a dedicated space highlighted as being a food parcel.
- Supporting people to do other opportunities such as work & life. They do projects and work in Camden.
- Created a safe space for people to be able to communicate, and not isolate.
- The safe space also allows other services to access people in their homes. Without judgement and fear. Social, these acts.

Partners involved

- HMV
- New and Co.
- All of a Camden
- The Job Project

“Everything is impossible until you do it.”
 - Steve Jobs
 Refugee Community Kitchen.

FIND OUT MORE HERE
[RCK](#)

CELEBRATING CLIMATE ACTION
 Open to all classes



Discussion points

1. How much climate comms information have you seen?
2. Where do you think you're most likely to see this type of information in the public space/realm?
3. What do you think are the best routes & ways to receive climate comms information?
4. Is there any climate comms from Camden you would like to see more of & why?

Exercise

Individually jot down responses on template provided



The in pairs of two or groups of four work together to discuss/prioritise ideas



Group reflection/discussion

Time: 30 minutes



Safe & Healthy Streets: Camden's approach to traffic reduction in our neighbourhoods

Climate Citizens Panel: March 2022

Overview

- Brief summary of what the Safe & Healthy Streets programme is and the policy context
- What we've done so far, and our plans going forwards
- Challenges to delivery
- Our approach to engagement and consultation



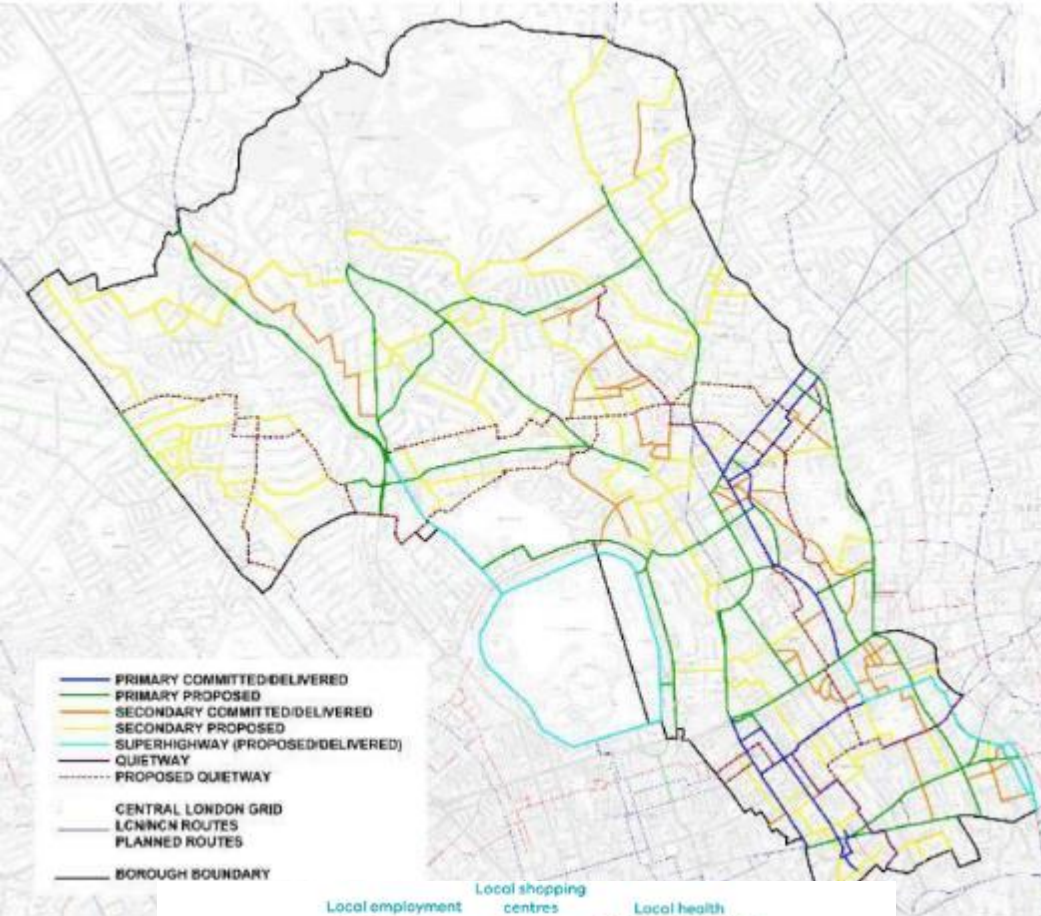
Healthy Streets, Healthy Travel, Healthy Lives: Camden Transport Strategy 2019-2041



April 2019



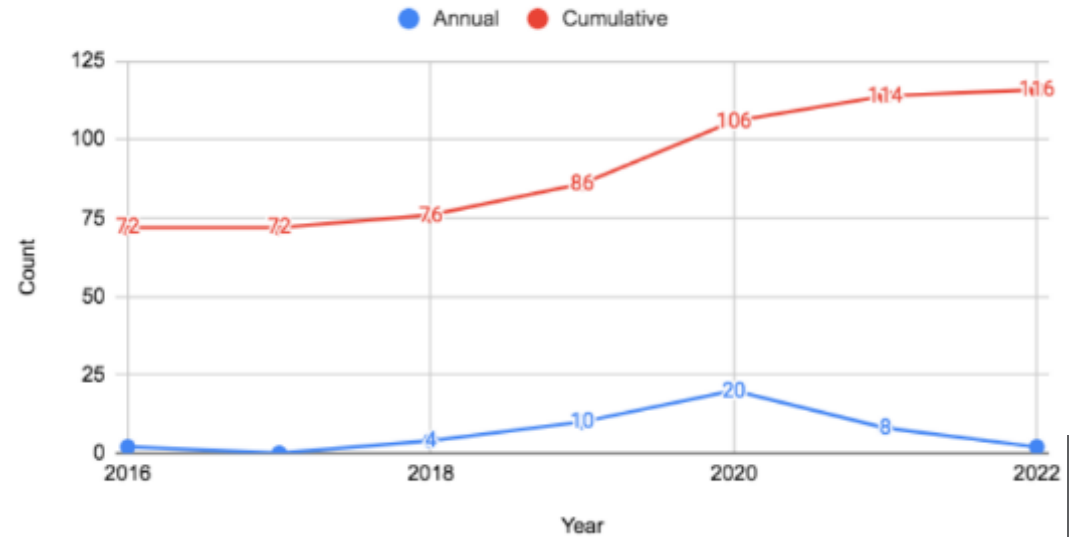
What does this look like? Low-traffic neighbourhoods connected by strategic cycle corridors

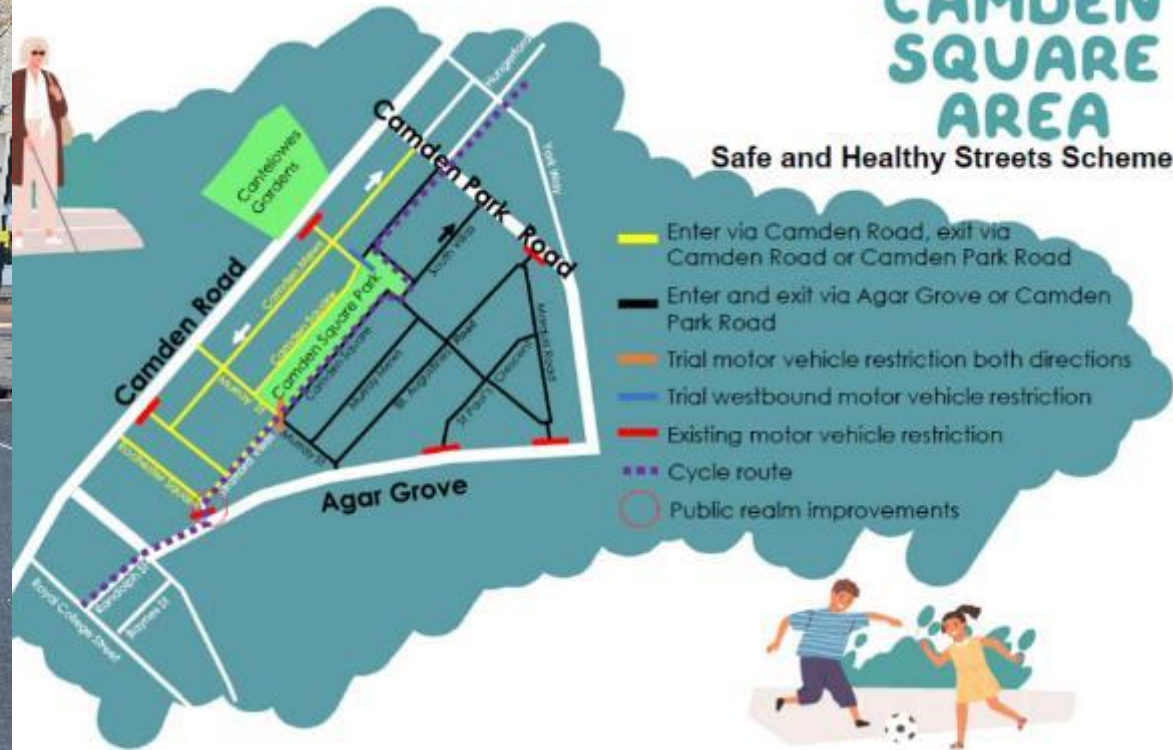




camden.gov.uk

Point closures and signs: Count and Cumulative.



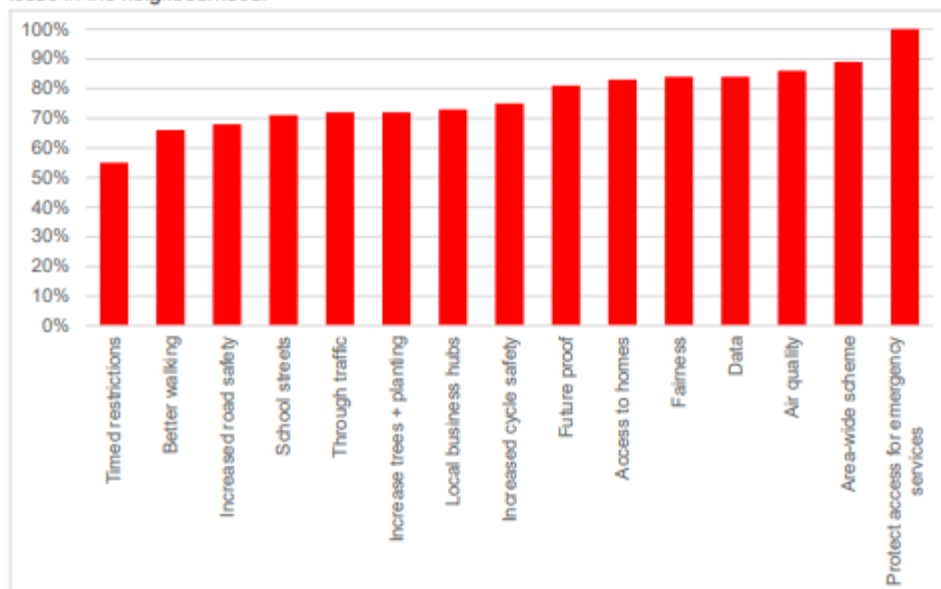


DARTMOUTH PARK

Streets for People Engagement Report

April 2021

Issue in the neighbourhood.



Bar chart showing the level of support for each element of the Charter from least to most popular (%)

3.0 DESIGN CHARTER

After the conversations, comments from attendees and those who emailed or posted in their thoughts were compiled to form a **Design Charter**. The Charter consists of 15 elements (listed in no particular order) and when combined, they represent a set of parameters

that any scheme in Dartmouth Park will need to work within in order to be a success, and to be acceptable to local residents and other stakeholders. In short, this Charter is a **vision** for what Dartmouth Park could, and should, look like in the future:

THROUGH TRAFFIC: Remove the ease at which vehicles can rat-run through the area and limit through-traffic to create a quieter more peaceful neighbourhood.

AREA-WIDE SCHEME: Improvements should apply to every street. Traffic should not be displaced to other streets in the neighbourhood. The neighbourhood should be kept as one, any scheme should not 'break it up'.

BETTER WALKING: Priority for people walking in the neighbourhood should be introduced. Better crossings where required (particularly around schools), and wider footways where effective width is insufficient or inaccessible for buggies or people with mobility aids. No pavement parking.

INCREASED ROAD SAFETY: Slower speeds on all streets and better defined space for moving, parking, and walking. Make streets into child-friendly spaces.

INCREASED CYCLE SAFETY: Cycling in and around the neighbourhood should be safe and inviting for all age groups and abilities. Increase on street cycle parking and secure cycle storage.

FUTURE PROOF: Make it easier for people to use shared ownership vehicles and car clubs, incorporate EV Charging Points, and prepare for micro-mobility (dockless cycles, e-cycles, and e-scooters) safely.

FAIRNESS: Ensure safe accessibility to streets for all, especially those less able and those with children, buggies, or mobility aids. Ensure a fairness of approach that does not negatively impact people in the neighbourhood or just outside. Ensure fairness of access to parking/storage for all modes.

SCHOOL STREETS: Explore School Street measures for all schools in the neighbourhood to reduce traffic demand in peaks

LOCAL BUSINESS HUBS: Ensure access and servicing is maintained for businesses around York Rise, Chester Road, and Swain's Lane, with short stay bays and loading, with improved crossings. Improve the public realm to increase local footfall, and make hubs into sociable community spaces.

ACCESS TO HOMES: Maintain access to all residential properties by car.

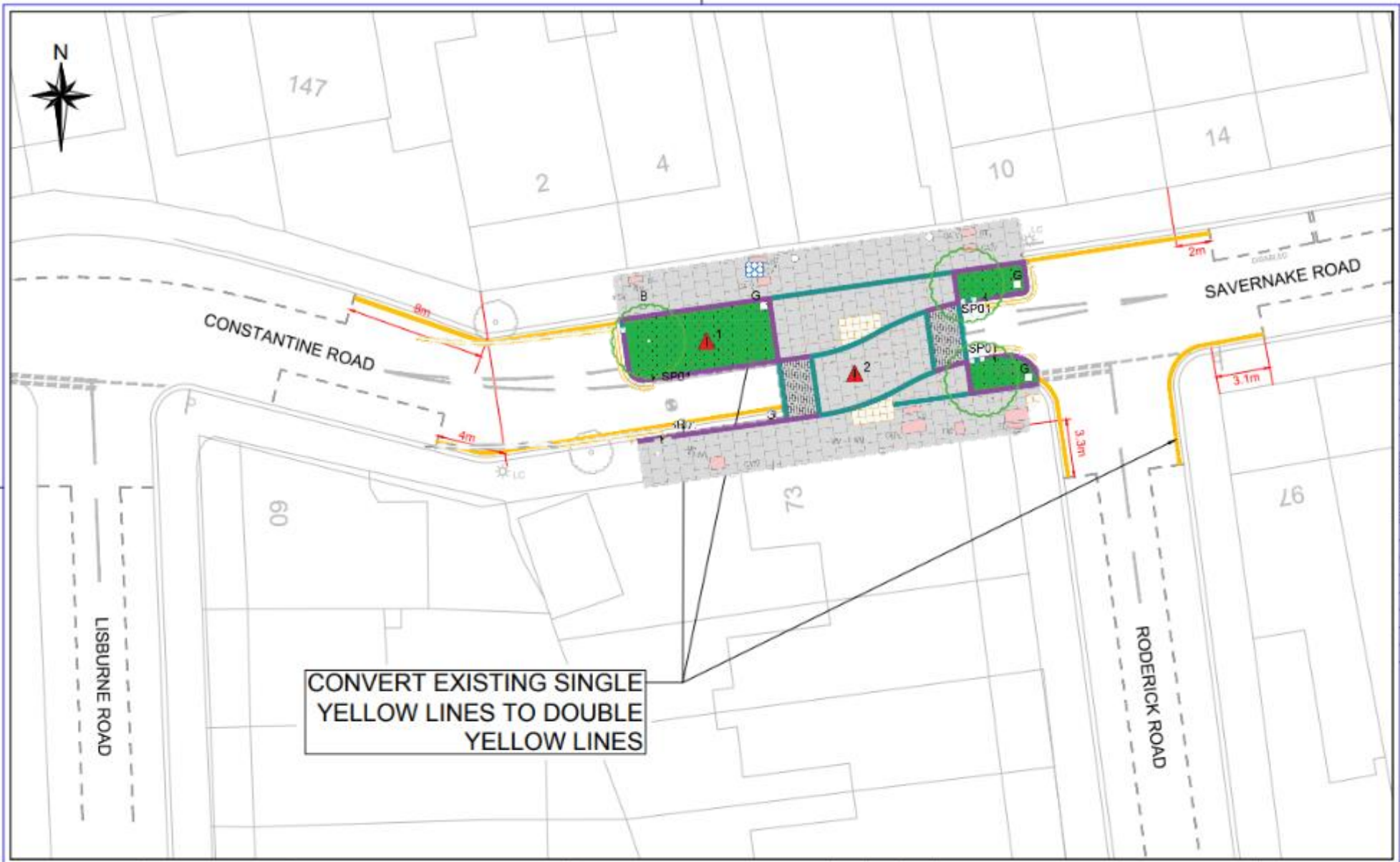
PROTECT ACCESS FOR EMERGENCY SERVICES: Schemes should not negatively impact people reaching healthcare.

AIR QUALITY: Any scheme should aim to reduce emissions and improve air quality, particularly around schools and areas with high pedestrian activity

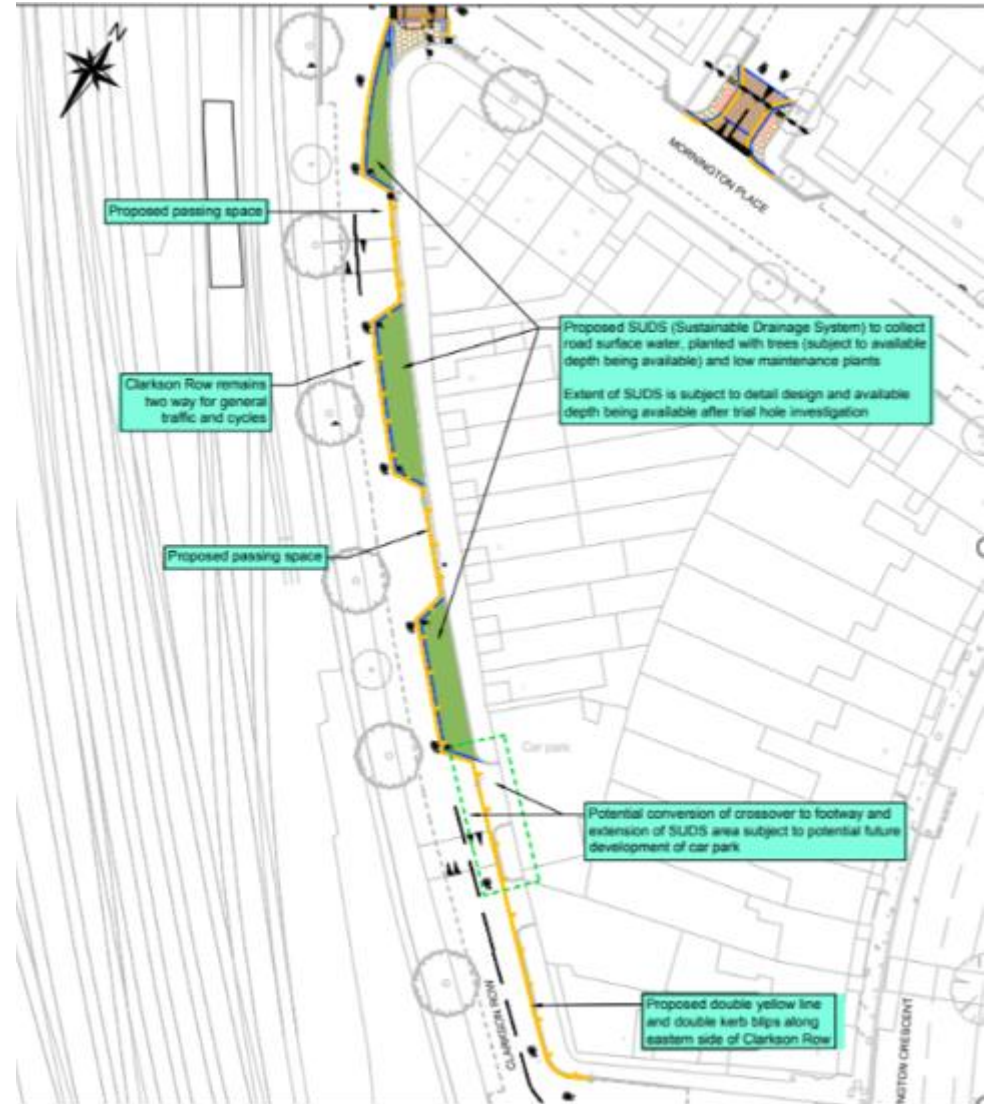
DATA: As part of the design process collect GPS origin + destination data to identify rat-running.

TIMED RESTRICTIONS: Explore measures to further protect the neighbourhood from rat-running in the morning and evening peaks.

INCREASE TREES + PLANTING: Increase tree planting, habitat creation and biodiversity on streets. Include sustainable urban drainage and create pockets of green spaces to make walking and cycling more pleasurable.



**CONVERT EXISTING SINGLE
YELLOW LINES TO DOUBLE
YELLOW LINES**





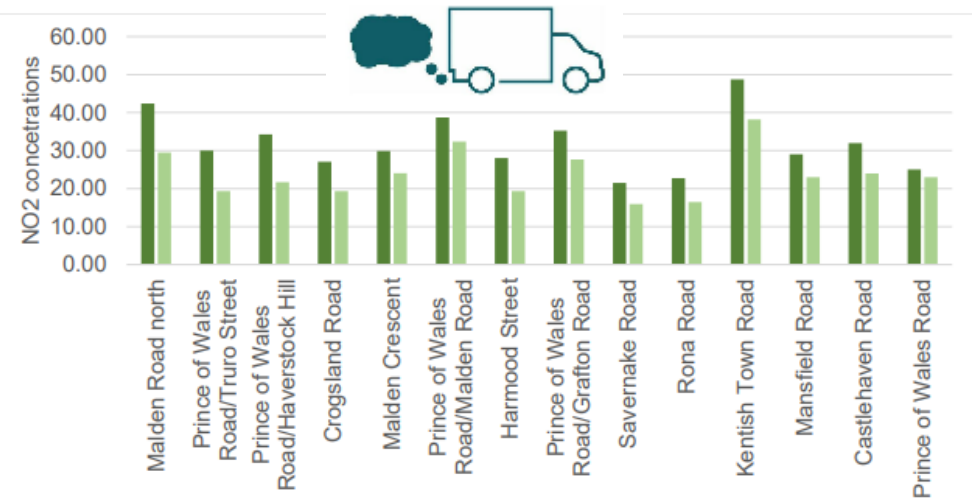
Queen's Crescent Scheme Area Roads Daily Average Motor Vehicle Flow (7-Day)

Roads	Before-scheme		After-scheme		% change	
	2019	May-21	Sep-21	2019-Sep-21	May-21-Sep-21	
Local Roads	-	24,286	16,196	-	-33%	
Main Roads	46,672	-	41,073	-12%	-	
Total Roads	70,958		57,269	-19%	-	

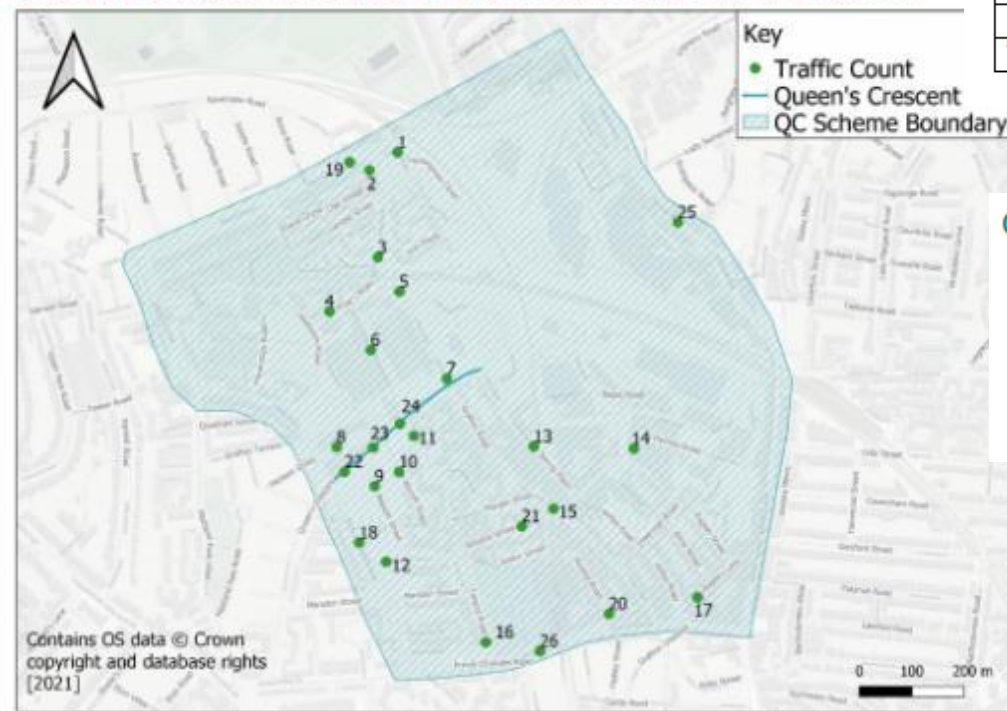


Queen's Crescent Scheme Area Roads Daily Average cycles Flow (7-Day)

Roads	Before-scheme	After-scheme	% Change
	May-21	Sep-21	May-21 - Sep-21
Local Roads	3,355	4,583	37%
Main Roads	3,125	3,588	15%
Total Roads	6,480	8,170	26%



Queen's Crescent Scheme Area and Automatic Traffic Count Sites

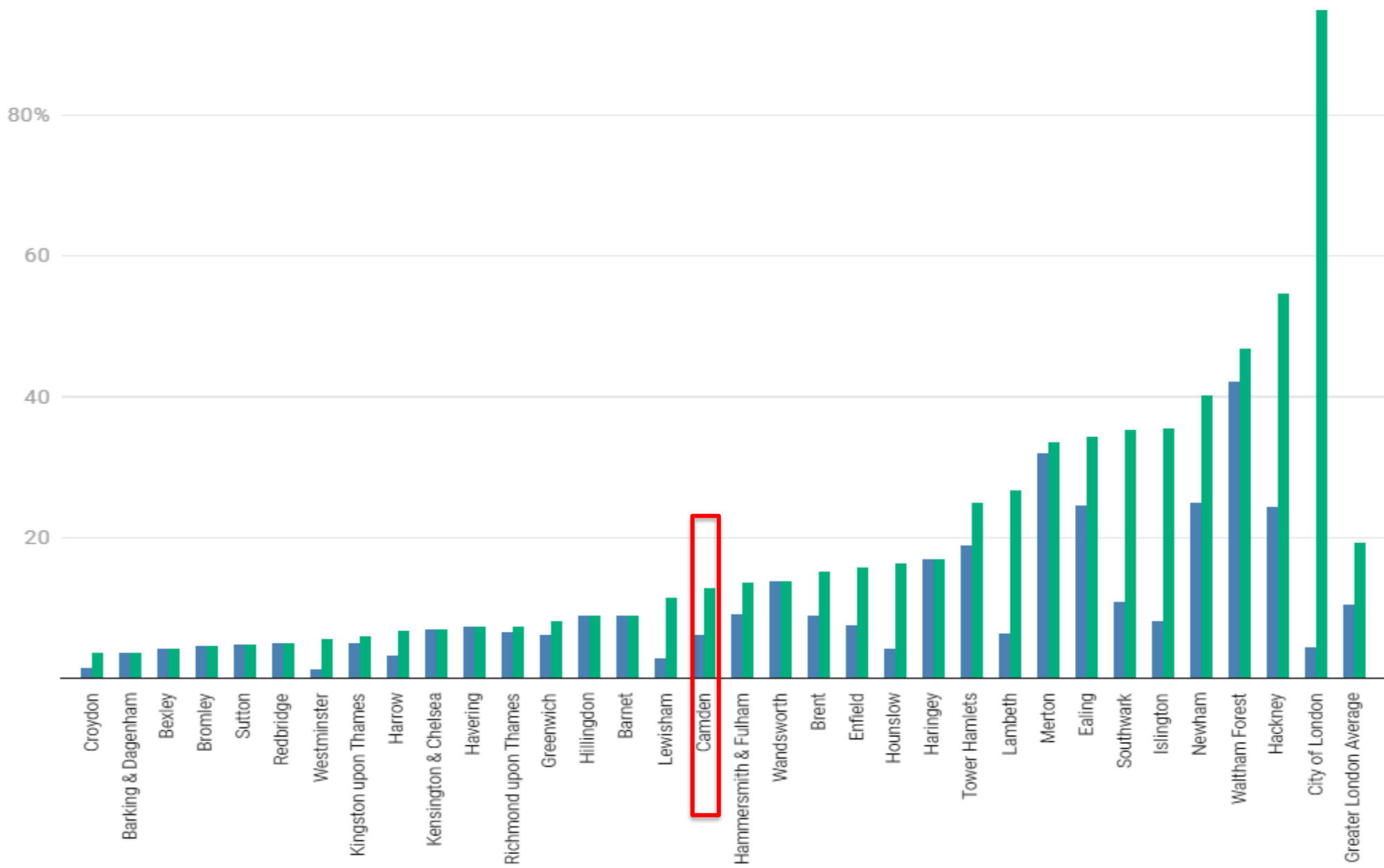




Question 8: Does your household have access to a car or van that are owned, or available for use, by members of this household?

	Yes		No	
	Number	%	Number	%
Respondents within consultation area	190	73.1%	70	26.9%







SCOPING



DISCOVER



CO-DESIGN



TEST



DELIVER

Our engagement and consultation approach



St Pancras Way Pop-up Cycle Lane



New Southbound Pop-up cycle lane installed between Camden Road and Pancras Road.

[View details & comment](#)

York Way Pop-up Cycle Lanes



New protected cycle lane between Wharfedale Road and Camden Park Road

[View details](#)

Highgate Road Bus Lane Time Extension



Existing bus lane hours on Highgate Road extended to operate 24/7

[View details & comment](#)

Arlington Road area Low Traffic Neighbourhood



Safe and Healthy Streets project to reduce

Camden Park Road and Torriano Avenue area - safe and healthy streets



Safe and Healthy Streets measure to improve

Clarence Way and Hartland Road Safe and Healthy Streets



SAFE AND HEALTHY STREETS

Prince of Wales Road Safe and Healthy Street Scheme

We've been trialling new cycle lanes and we are now proposing to make these and other changes here permanent to help you get around on foot and bike safely and easily.

We want to know what you think!

Consultation open till 13th October 2021



camden.gov.uk/PrinceOfWales



THE QUEEN'S CRESCENT PROJECT

Transforming this vital High Street so it's easier and safer to walk and cycle and a more pleasant place to visit, shop and spend time in.

-  The majority of households within a 15 minute walk of Queen's Crescent do not have access to a car or van
-  Walking is the main way the local community accesses Queen's Crescent
-  Over 90% of trips for shopping in Camden are made by walking, cycling or public transport
-  Over 30,000 people live within a 15 minute walk of Queen's Crescent making it a Neighbourhood Centre for a large population
-  The local community say they want us to make walking here easier and safer and make Queen's Crescent a more pleasant place to visit, shop and spend time in



SHARE YOUR VIEWS

Comment on the changes we are trialling any time:

-  camden.gov.uk/QueensCrescent
-  Call us to request a paper form: 020 7974 4444
-  Talk to the Queen's Crescent Champions on the street Mondays: 12-4pm, Thursdays: 10am-2pm, Fridays: 12-4pm
-  Watch out for our pop up events where you can come and talk to us in person
-  Email us: safetravel@camden.gov.uk
-  Take part in our public consultation in November 2021

LOVE QUEEN'S CRESCENT

camden.gov.uk/queenscrescent t. 020 7974 4444



Contact details/further information

Sam Margolis, Strategic Lead Transport Planning, sam.margolis@camden.gov.uk

Karl Brierley, Principal Transport Planner, karl.brierley@camden.gov.uk

And read more about our schemes here:

<https://safetravelcamden.commonplace.is/overview> and here:

<https://www.camden.gov.uk/making-travel-safer-in-camden>

The Cabinet report with full details on our revised consultation and engagement approach can be found here:

<http://democracy.camden.gov.uk/ieDecisionDetails.aspx?ID=3440>

Discussion points

1. What words, phrases and/or images stood out for you and why?
2. What clarification questions do you have?
3. In respect to LTNs in particular, (but also more widely) how can we work better in our approach to engagement & consultation, & involving our communities?
4. How can we increase participation, & consult with some groups that are often under-represented, e.g., non-car owners, disabled people, black & minority groups & young people?
5. What might these suggestions mean for residents of Camden, what impact would/could they have?
6. What could the Council do to sweeten the pill of traffic restrictions; what carrots could be best used to off-set the LTN stick?

Exercise

Split into two groups



Jot down thoughts and reflections on template provided



Group review and summary of points

Time: 45 minutes