



Moray Council

Climate Change Strategy

Condensed Consultation Feedback Report

November 2020

Executive Summary

The consultation of the strategy centred around 3 key strands

- Public Consultation (94 respondees)
- Online Webinars (30 respondees)
- Children & Young People Survey (119 respondees)

Overall, the draft Strategy and Action Plan were positively received and there was general agreement on the proposed route forward.

In terms of submitted comments and suggestions, the key themes were

- Priority, focus and commitment of Moray Council
- Community – Partnership, collaboration
- Communication – Behaviour change, education, networking
- Action – Waste, Transport, etc

Queries were raised over

- Format of Strategy document and information – suitability for lay-person
- Extent of strategy reach – Moray Council vs Moray area
- Public/Community inclusion
- Stop talking about it and do it! (Action is needed)

Public Consultation

- Total responses: 94
- 60% of respondents agreed that the strategy captured the key climate change and sustainability related issues and challenges that we face across Moray
- 65% of respondents agreed that the ambitions of the draft vision and vision statement for Moray meet their expectations
 - 10% strongly disagreed
- 71% of respondents considered the draft actions to be suitable in addressing the identified issues
 - 10% strongly disagreed
- 70% of respondents agreed with the proposed Council approach to ensure a "Just Transition" to a low carbon economy

To the question asking for comments in relation to the draft Climate Change Strategy, its Vision and the stated Themes, the top 5 themes, in order, were;

- Priority; focus; and commitment of Moray Council and its funding
- Community; individual; and business involvement, decentralisation and empowerment
- Education
- Travel / Transport /Light Vehicles / Rail Freight
- Recycling

22 out of 30 comments related to the Priority, Focus and commitment of Moray Council and its funding.

To the question asking, “What further actions would you propose”, the top 9 themes, in order, were;

- Energy Efficient Housing / Businesses
- Transport Infrastructure - Roads / Rail / Car sharing
- Collaborative working
- Cycle paths
- Involve individuals; communities; and businesses
- Encourage Cycle to School / Work

- Education / Upskilling workforce for environment
- Electric Vehicles / Grants / Charging Points
- Make local data / information more accessible and user friendly

To the request for “any other comments”, the top 3 themes, in order, were;

- Get actions right, start soon, and see it through
- Individuals, communities and Moray Council need to buy into this / be involved
- Collaborative working

To the request for “any other comments on the consultation process”, the top 4 themes, in order, were;

- Get more people involved at this stage
- Webinars / Zoom making it accessible
- Consultation needs to be more out there (not found by accident) / Local led community engagement
- Needs Commitment / Do it!

Online Webinars

Feedback from the webinars was gathered from smaller group breakout sessions where participants followed more of a discussion type engagement, centring around the following questions

1. What is good about the strategy and action plan?
2. What could be improved?
3. What else would you like to see included?
4. How should the wider Moray community work together to reduce emissions?

To the question, “what is good about the strategy and action plan?”, the themes of participant responses were;

- Ambitious
- Strategic Leadership
 - It was welcomed that the Council had recognised its leadership role in climate change and was stepping forward and leading by example.
- Strategy Document
 - Comprehensive, good level of detail, positive
- Young People
 - Welcomed that engagement with young people was included

To the question, “what could be improved about the strategy and action plan?”, the themes of participant responses were;

- Strategy Document
 - Public would benefit from something more bite-size and suitable for the lay-person
 - Clarity over how the strategy applies to Moray (not just the Council), possibly to have a Moray-wide specific document
- Community
 - CCS needs to be inclusive
 - Partnership working
 - Creation of an evolving strategy that expands beyond the Council remit
 - Community sustainability should be a key feature of CSS

- Strategic
 - Square the circle - Moray Economic Strategy and the CCS and their interaction
- Action Plan
 - Increase emphasis on re-use instead recycling as per the waste hierarchy. Improve waste disposal services
 - More on public transport / cycle lanes

To the question, “What else would you like to see included?”, the themes of participant responses were;

- Financial
 - Pension plans divested from fossil fuel investment
 - Carbon budgeting
- Strategic
 - Square the circle - Moray Economic Strategy and the CCS and their interaction
 - More recognition of the socio-economic benefits
 - Should include targets for healthy population and linkages with health services
 - Working together in partnership – roadmap for engagement
- Planning
 - Greater planning enforcement
 - Production of a Biodiversity Action plan to run in parallel
 - Important that the role of planning policy is recognised in setting the framework for energy efficient standards
- Community
 - Timetable of community engagement across the milestones for adoption and delivery of the strategy
 - Creation of a Moray climate change assembly
 - Further emphasis on the Green Recovery and opportunities/multi-benefits for local community
 - More about where the wider community can get direction/education - not just website links.
- Behaviour Change
 - Increased emphasis on promoting behavioural change and reissuing messaging.
- Education

- More detail on educational programmes to raise awareness of climate change, engage young people and empower them to take action
- More work with schools – e.g. Eco-committees etc
- Waste
 - Promote waste hierarchy. Better to recycle than generate energy
 - Include re-use of waste as key measure
 - Benefits to environment and community from reuse and recycling needs to be added.

To the question, “How should the wider Moray community work together to reduce emissions?”, the themes of participant responses were;

- Strategic
 - Local Authority needs to take the lead to influence / encourage local communities. Council as enabler
 - Moray Council has a role as a community leader to raise awareness of climate change impacts and actions that can be undertaken by citizens to reduce emissions
 - Important that there are strong linkages between the CSS priorities of the different Council services and external partners
- Networks
 - There is an existing network of local groups and organisations that should be engaged with by the Council
 - Need to give public some ownership of action/s and buy into the strategy through partnership working
 - Partnership working with third sector enterprises
 - Development of a forum/network
- Initiatives
 - Look at co-housing. Initiatives for elderly to move to smaller housing / shared accommodation
 - Helping connect schools which have active eco groups with each other and to encourage others to participate

Children & Young People Survey

- Total responses: 119
- Respondee were
 - 34% Primary, 66% Secondary
 - 54% girls, 43% boys
- 18 schools were represented
 - 11 primary and 7 secondary

Summary responses

- 92% have heard about Climate Change (CC) and know either a lot or a bit about the subject
- 87% believe that CC is happening, 2% do not
- 49% believe CC is caused mostly by human activities and 43% believe it's caused by a blend of human activities and natural variations in the environment
- 51% are very worried or fairly worried by CC
- With respect to learning about the environment at school, 20% said lots, 41% quite a bit, 23% a little, 13% hardly anything and 3% nothing.
- 79% wanted to learn more about the environment, 17% did not
- 57% thought their school was very good or good at helping the environment, 30% neither good nor bad, 8% bad or very bad.
- To the statement "All schools should be encouraging and helping pupils like me to do things to help the environment", 95% agreed a lot or a bit.
- 70% thought their school should be generating renewable energy, 28% did not know

To the request to "add you own comments or suggestions on anything to do with climate change", the top 4 themes, in order, were;

- Deal with it now and do more - looking after the planet is important – it's our future
- Renewable energy (solar panels / wind power) including use in schools
- Schools should be more proactive
- Education (including introducing behaviour changes which can also be implemented at home)