



Climate Strategy Survey Results and Analysis

Conducted between 6 July and 28
August 2020

The survey was conducted between 6 July and 28 August 2020. Two consultations were undertaken which had one concentrating on adult responses while the other was focused on children's responses. This document highlights the results from both surveys.

A further consultation was undertaken during this time which focused on the budget consultation for 2020 for West Lindsey District Council. This consultation included one question to support the development of the climate strategy. The results from this question are also noted in this report but further information can be found in the Budget Consultation Report for 2020.

The survey elicited 151 responses from a mixture of residents, businesses and Parish/Town Councils. The breakdown being:

- Residents – 144 (95.4%)
- Businesses – 4 (2.6%)
- Parish/Town Councils – 3 (2%)

Respondents were asked how important a topic climate change, the environment and sustainability is to them.

Number	%	Rating
2	1.4	1 – Not important
3	2.0	2
11	7.4	3 – Neither
51	34.5	4
81	54.7	5 – Extremely important

The age profile of respondents is worth noting and the age profile of the Council's Citizen's Panel is provided for comparison purposes.

Age Group	Number	%	Citizen's Panel % data
16-25	1	0.8	1.5
26-35	4	3.3	4.5
36-45	10	24	12.0
46-55	24	19.5	22.7
56-65	32	26	35.1
66-75	37	30.1	17.8
76 or over	12	9.8	5.6
Prefer not to say	3	2.4	0.7

Opportunity was provided for respondents to make any additional comments in respect of this subject matter. Sixty comments were made and the contents of these have been analysed to draw out the main messages that were conveyed. These have been collated thus:

1. Positivity – many comments were made highlighting that the moves the Council are making are welcomed and are a positive step
2. Urgency – there was a desire for the Council to act quickly and begin to address the climate related issues
3. Action – the need for the Council to take positive and sustained action was highlighted
4. Communication & Engagement - respondents stressed the need for on-going communications and engagement across communities to ensure that focus remains on this issue
5. Knowledge – the Council must take a lead on increasing the knowledge of residents in all climate related matters

6. Behaviour Change – this is a key requirement to ensure climate related targets are met
7. Recycling and Waste Minimisation – a number of contributors stressed this as a key action that should be encouraged
8. Renewables – this area was seen as one that would have a positive impact of reducing emissions across the District
9. Planning – a need for reforms to existing planning policies was expressed to ensure better build quality and greater protection for vulnerable communities
10. Transport – comments were made highlighting the need for improved, green public transport solutions

The Council also recently ran a budget engagement exercise and within this asked respondents to rank in order of importance, six climate related actions the Council could take. These findings have some synergy with the comments made within the climate survey:

Action	Result	Priority
Reduce waste through recycling and reuse initiatives	187 (26.9%)	1
Better use of land to mitigate climate change impact and nature loss	75 (10.8%)	5
Reduce emissions from transport and support more sustainable transport solutions	81 (11.6%)	4
Support the growth and use of renewable energy	160 (23%)	2
Ensure the most vulnerable to the effects of climate change e.g. flooding are protected	74 (10.6%)	6
Encourage energy efficiency in private-owned homes and new developments	119 (17.1%)	3

This brief analysis provides some key pointers for the Council as it progresses this agenda.

1. The Council must harness and use the current feeling of positivity
2. Leadership, communication and engagement must be evident and the Council should be seen as a provider of accurate information and knowledge to help residents and businesses make informed decisions
3. The Council must take a lead role in engineering behaviour change among residents and introduce and promote new recycling initiatives
4. Planning reform is regarded as necessary; hence the Council should lobby Government with other Councils
5. The promotion of renewable energy solutions should be supported by the Council

The age profile of respondents shows that significant attention needs to be paid to engage and communicate with younger age groups to elicit active participation