



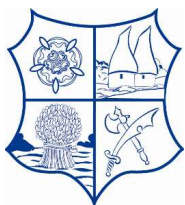
ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

Strategy Action Plan – OBJECTIVE 1

Alton Town Council will lead by example, focusing on reducing its own carbon footprint, adopting policies and practices to reduce its consumption of resources and minimise its impact on the environment.

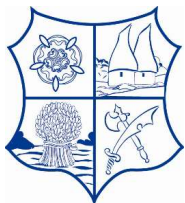
	Action	Purpose	Actioned by	Budget	Method of Evaluation	Status
1.1	Undertaking a green audit to cover the entirety of the Town Council's estate and assets.	To establish the current carbon footprint of the council and a baseline for future comparisons, demonstrating ATC as an environmentally responsible organisation	Town Clerk,	£10,000	Initial report produced by Expert Energy. Decarbonisation plans subsequently prepared by Basingstoke Energy	Initial Audit undertaken in October 2019, results circulated to councillors. Actions below designed to reduce council's estate and assets carbon footprint. Detailed plans including current carbon footprint prepared for the Town Hall, with further high-level plans prepared for the Finimore and the Assembly Rooms. ATC now have 97% of their electricity provided from 100% renewable sources.
1.2	Reducing fuel emissions from ATC estate and operations	To lower the council's carbon footprint toward the carbon neutral target of 2030	Town Clerk and Managers	N/A	Annual year on year comparison will establish improvement, taken from green audit baseline	Grounds Team evaluation of fuel consumption to see where efficiencies can be made to reduce use by at least 10% per annum, through rationalisation of cutting regimes and creation of wildflower areas. Capital replacement programme of vehicles reducing diesel use over the longer term. Research to be undertaken in respect of use of Hydrotreated Vegetable Oil (HVO) also known as renewable diesel, which can reduce emissions by up to 90% in existing diesel engines and machinery. Annual summer usage comparison now undertaken showing a 62% reduction in diesel – this has been a direct result of better awareness but also changing one of the grounds vehicles from a 4 x 4



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

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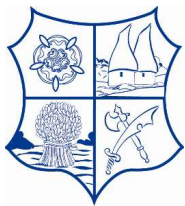
						(20MPG) to a more fuel-efficient van (60MPG)
1.3	Reducing energy consumption and emissions by promoting energy efficiency measures, sustainable construction, renewable energy sources.	To invoke behaviour change to lower the council's carbon footprint toward the carbon neutral target of 2030	Town Clerk	£10,000	Annual year on year comparison will establish improvement, taken from green audit baseline	Installation of solar lighting where appropriate. Upgrading current town council owned lighting and floodlighting stock to LED where viable to reduce energy consumption. Reduce temperatures in public buildings. Installation of behaviour change signage on light switches and heating dials. Reduction of office paper use. 2020 has resulted in a 90% drop in paper use due to all meeting being held virtually resulting in no paper copies of meeting bundles being prepared for councillors or the public.
1.4	Retrofit existing council-owned properties	To achieve Energy Performance Certificate c or higher wherever possible. This should include fitting eco-heating and developing heat networks where appropriate	Full Council	£200,000	EPC certificates for residential and DEC for commercial where appropriate.	There is significant cost to upgrading existing oil fired heating and older gas systems. A report has now been prepared by Energy Alton on one of the bungalows at Jubilee Fields which makes a number of recommendations for retrofitting these properties which are currently on oil fired central heating. Physical changes now being implemented to make greater savings. Work has commenced on the Town Hall decarbonisation programme with draft proofing and additional insulation ordered. Work needs to be progressed with EHDC's Conservation Officer in respect of listed building consent for the installation of an air source heat pump. Mechanical ventilation not an option following air tightness test on the building



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

						Options for using fully removable magnetic inner glazing which can be taken down each spring and re-fixed in the Autumn on or double glazing, still to be discussed (also with conservation officer) DECs undertaken for Town Hall and Assembly Rooms. Grant applications made to – Salix Low Carbon Skills Fund (2020 and 2021) and Decarbonisation fund for Public Sector (2020) Funding award of £6,800 on first round of funding – other applications not successful. Third round of funding opening Oct 2021
1.5	Aspiring to achieve carbon zero delivery of new public buildings	To lead by example in establishing innovative, environmentally friendly design and build of new buildings to help reduce overall carbon footprint of the council. To be an exemplar Council for the delivery of zero carbon public building creation.	Full Council	£1.4m	Certification from the Carbon Trust (or sector equivalent) of carbon neutrality	Two buildings identified. A new pavilion for Jubilee Fields and the Community Hub on the CALA site. Planning permission agreed and work commencing late 2021 on the Community Hub. Currently working with plan team and stakeholders to finalise externals and to consider shell and core followed by internal fit out. Due to open 2024. Funded by developer and CIL. Jubilee fields pavilion held on abeyance in order to use experience gained on the Community Building in progressing plans. Pavilion will need to secure planning permission and grant funding for the new build. £200,000 secured through S106 agreement.
1.6	Explore the renewable energy sources which could operate within the Town Council's premises; consideration of	To reduce the carbon footprint of the Council's estate, through use of solar, wind etc..	Full Council	Not yet costed	Lower carbon footprint (year on year comparison)	Feasibility study required for suitable locations, ascertain costs – longer term objective.



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

	community energy scheme					
1.7	Install additional tree Planting and Hedgerows on public open spaces; creation of more wildflower and wilderness areas	To help reduce the carbon footprint of our open spaces through the installation of pollutant absorbing hedgerows along entrances into the town and encouraging more spaces for wildlife to grow and thrive	Open Spaces Committee	£5,000	Increased trees and hedgerows in open spaces and more wildflower planting	Creation of wildflower meadow at Flood Meadows created October 2019. Installation of new tree planting (16) for National Tree Charter Day November 2019 in Lower Field Will Hall Farm Members to sign up as a Woodland Trust Tree Charter Branch in 2020. Amery Hill School have planted a hedgerow alongside the Hawthorns allotment plot WI planted 150 whips up at Windmill Hill November 2020. Current project with WI/ALFI to install a heritage orchard at Barley Fields in 2021/22. (two phases) Grant from Alton Building Preservation Trust to plant whips at Lower Field winter 2021/22. Potential project identified with Lions to install basket willows, also at Lower Field.

Strategy Action Plan – OBJECTIVE 2

Alton Town Council will seek to promote opportunities for residents, schools and businesses to become involved with initiatives which will have a positive impact on changing consumption habits in our community both now and in the future and which engender a strong civic pride.

	Action	Purpose	Actioned by	Budget	Method of Evaluation	Status
2.1	Put in place EV charging - at council owned locations	To encourage the take up of electric vehicles (residents, visitor and staff) and to provide free to use, accessible	Policy and Resources /Officers	£2,000	Take up/usage	Audit of ATC owned buildings has identified locations for trickle feed, free to use charging sockets at Anstey Park,



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

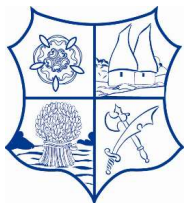
		charging points for emergency use.				<p>Jubilee Fields and Market Square. Being installed at Town Hall October 2021</p> <p>Lobby EHDC Parking for increased discount for season ticket permits for electric vehicles. – no response on this from EHDC.</p>
2.2	Installation of wayfinding in key locations across the town centre for pedestrians and cyclists	To assist visitors on foot and travelling by bicycle in navigating around the High Street to make the town centre easier to access from Alton Station or via public transport.	ATC, facilitated by HCC/EHDC where consent for installation is required.	£100,000	Survey data	<p>Survey carried out October 2019 with a specialist surveyor to undertake a comprehensive survey with recommended actions (for pedestrian wayfinding NOT cycle) . Survey costed at £4,000 and an application made as part of the place making project to release S106 to pay for 75% of the survey cost with the remainder being met by ATC approved tourism budget. Report indicated a cost of £111,000 to implement changes Survey has now been costed down to £80,000 including totems. Still seeking funding. Indication from Cllr Mocatta that district CIL could be used.</p> <p>HCC currently undertaking town centre health check for Alton which will also consider options for increasing permeability and accessibility for cyclists and pedestrians</p> <p>LCWIP – approved by EHDC 2020 – awaiting prioritisation from HCC Cycle Alton Proposals for options to improve the high street put forward initially</p>



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

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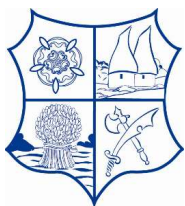
						<p>June 2020 – still being considered by HCC as part of health check.</p> <p>LEP funded Cycle Infrastructure Improvements implemented September 2020 (parking/repair stations)</p>
2.3	<p>Promotion and support of community led creative solutions to reduce waste and impact on landfill sites</p>	<p>To invoke behaviour change, to encourage residents to “buy less stuff” and heighten awareness about recycling, repurposing and upcycling</p>	<p>ATC Officers in partnership with ACAN and other community groups</p>	<p>£10,000</p>	<p>Numbers of people using “green” community schemes, calculations of overall reduction by the town to landfill as a result</p>	<p>Promotion of the Repair Café and Community Cupboard/ Community Share/ Community Fridge/ Toy Library.</p> <p>Promotion continues through social media and the Altonian, undertaking partnership projects where appropriate including Repair and Recycle themed market and Eco Fair.</p> <p>Community Recycled Planters worked well and was re-run in 2021</p> <p>Alton Town Council has committee to Plastic Free Alton in September 2021 and Alton Ambassadors.</p> <p>ATC signed up to join the “Refill” campaign in 2019</p>
2.4	<p>Replacement of traditional “In Bloom” schemes with environmentally sustainable alternatives around the town.</p>	<p>Create a welcoming, colourful High Street to welcome visitors as they come into town whilst reducing the carbon footprint of the displays and creating sustainable alternatives to annual bedding plants.</p>	<p>ATC Grounds staff and contractors</p>	<p>£10,000 per annum</p>	<p>Public response and anecdotal evidence</p>	<p>Seasonal planting extended to all year round perennial planting to reduce watering and help absorb pollutants. Much of the colourful annual planting in the high street replaced with colourful pole banners in 2021 to brighten up the street scene without the need for the use of electricity or water.</p> <p>Introduction of “incredible edible” planting around the town using fruit and vegetables in place of traditional schemes.</p>



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

						Introduction of wildlife and wilderness categories to In Bloom from 2020. New cycle rack planters are all filled with perennial herbs.
2.5	Hosting of community events designed to influence behavioural change of residents and to attract new audiences to better understand their environment	To inspire many more people to take action in an inclusive, encouraging way, advocating cost effective, easy solutions to redress current consumption habits.	ATC working with ACAN and Energy Alton	£2,000	Public consultations and feedback to gauge public opinion and evaluate behaviour change.	<p>Eco Fair - Celebrating Earth-friendly living, to be held with ACAN in July 2021 in the Public Gardens</p> <p>Town Clerk speaking at the East Hampshire COP26 in October 2021 to highlight the councils work and challenges in decarbonising.</p> <p>Bio Blitz – learning about our local environment and habitats, as well as the concepts about the father of ecology, Gilbert White. Held June 2021 – King’s Pond – a further one for Flood Meadows planned for 2023.</p> <p>AVLAN new wild garden in front of All Saints Church, with plants from Gilbert White and Interpretative Panel Story board explaining the project.</p>
2.6	Creation of a sustainability centre / hub for climate change projects and information	To give local people a fixed location as well as on-line methods of engaging to become more informed and find resources to help them on their own journey to live more sustainably.	ACAN/EA working with ATC to secure venue	£10,000	Creation of Hub, number of visitors/ footfall. Subsequent behaviour change.	ACAN successfully applied to ATC for partnership funding to create a hub but deferred due to covid.



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

Strategy Action Plan – OBJECTIVE 3

Alton Town Council will seek to influence decision makers in the adoption and promotion of policies to provide sustainable alternatives to traditional construction, infrastructure and transport models.

	Action	Purpose	Actioned by	Budget	Evaluation	Status
3.1	Reducing car travel and traffic congestion, and encouraging behaviour change	To increase awareness of car share schemes, school park and stride, reducing idling to lower emissions, the benefits of use of public transport, cycling and walking	ATC / ACAN / EA / Schools		Feedback from schools, resident surveys on frequency of use of public transport and use of bicycles and walking in place if car use.	Covid significantly reduced car travel and congestion in 2020 and early 2021. Need to understand what travel will look like post pandemic. Working with Cycle Alton to capitalise on the resulting behaviour change. Have applied for a grant from HCC for loan of an e-bike for a year to offer out to residents to trial. ATC officers hybrid working reducing car use at least 2 days a week
3.2	Promoting low-emissions buses and taxis in partnership with the county council, bus companies and taxi companies.	To lobby providers of buses and taxis to consider more environmentally friendly alternatives to diesel powered vehicles	EHDC/ Stagecoach/ local taxi firms	Officer hours only	Roll out of more low emission vehicles within the local public transport network	Lobby EHDC vehicle licencing for reduced fees for electric taxis. Fees actually have gone up
3.3	Creation of a sustainable community transport scheme	To lead by example to enable residents to actively make a sustainable transport choice, reduce social isolation and reduce the emissions on our roads	ATC in partnership with ACAN and Energy Alton	£600,000	Creation of a sustainable bus service for the town	Expression of interest form has been submitted to the National Lottery Climate Change fund. Not successful. Currently on hold with the change in travel behaviour due to covid.
3.4	Review the current 20mph limits in town with a view to extending across the wider town	To lower emissions in the across the town and increase safety of the network across the town for pedestrians and cyclists	ATC /HCC / EHDC through the place-making strategy	Not yet costed	Successful extension of the 20mph limits across the town	Included as project for the Enhance East Hampshire placemaking project over the next 5 years. Current barrier being HCC policy, in line with central government policy



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

						that is not progressing any new 20mph schemes but this is based on speed reduction targets rather than carbon emission targets. Lobbying required.
3.5	Requiring residential and commercial developers to adhere to Passivhaus / AECB (Association for Environment Conscious Building) standards.	To develop more carbon neutral properties, which eliminate energy waste, through the fabric of the build process rather than with measures which help offset energy consumption	ATC / EHDC / P & T Committee	Not yet costed	Inclusion of suitable policies in the Neighbourhood Plan & Local Plan	In policy terms this is completely dependent on Building Regs, New regs requiring 34% reduction in carbon footprint to be published December 2021 implementing June 2022. Second phase from 2025 to prohibit installation of gas boilers. In practical terms it has been challenging working with developers to construct in such a way to not require retrofitting later. Some developers more responsive than others to exceed the current regs.
3.6	Contribute towards and assist in delivery of the EHDC LCWIP (Local Cycling and Walking Infrastructure Plan)	To develop a priority plan for proposed improvements to enable walkers and cyclists to navigate more easily and safely around the town	ATC/EHDC/HCC/ Local walking and cycling groups – Enhance East Hampshire Programme	Not yet costed	Increased use of walking and cycling for short journeys across town.	Response to Technical Report given on 29 th November 2019. Revised draft and public consultation awaited carried out February 2020. Final version approved by EHDC late 2020. Currently awaiting review of priorities by HCC. Cycle Alton have been working hard on the safer routes to schools plan for secondary school children



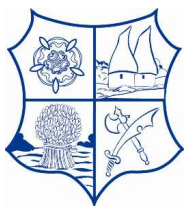
ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

Strategy Action Plan – OBJECTIVE 4

Alton Town Council will promote the principles of responsible tourism in Alton as a “Destination Town” for walking and cycling, minimising negative environmental impacts of tourism and making positive contributions to the conservation of our landscape.

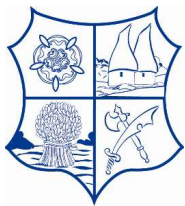
	Action	Purpose	Actioned by	Budget	Evaluation	Status
4.1	Improving accessibility to walking routes, through clear mapping, signage, and publicity.	To encourage a wider demographic to walk into town as well as providing safe, increased permeability on routes for those with mobility issues, wheelchairs, push chairs and buggies, particularly to enable easy access to public transport, including additional seating on routes.	ATC / HCC, Ramblers, Walk Alton and volunteers	£1m+	Increased number of participants in the organised walks; uptake of self-guided walking tours leaflets/web stats.	<p>Station Forecourt scheme scheduled for implementation spring 2022.</p> <p>A number of self-guided walks now available with digital mapping.</p> <p>A video is currently being made to promote the town as a destination for walkers.</p> <p>New pocket guide to the town to be published early 2022.</p> <p>Walking Festival for 2022 expanded to host 100 walks included self-guided, challenge walks and weekend walks to encourage tourism and overnight stays. Looking to improve links with tourism destinations and local businesses.</p>
4.2	Promote Walkers are Welcome and its ethos and seek to host the annual Walkers are Welcome convention in 2021	The scheme is a known brand aiming to benefit local economies by attracting low environmentally impactful tourism, on foot and using public transport	Community Officer with Walk Alton	£4,000	Increased number of walkers/cyclists to Alton via survey data.	Alton hosting the Walkers are Welcome National annual conference in October 2022 to showcase the walking and tourism experiences both in the town and into the National Park.
4.3	Increase areas for secure cycle parking and introduction of Cycle Pod Repair Stations in Public	To provide more locations where cycles can be securely stored whilst in town or on public open spaces and enable run-in	ATC	£15,000	Increased use of bicycles in and around town, through surveys and anecdotal evidence	Cycle Pod repair stations installed at Jubilee Fields by National Cycle Route 23 and new skate park February 2020 2 more installed September 2020 in town alongside 15 mobile cycle rack planters



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

	Open Spaces/along cycle routes	repairs to be undertaken where needed				providing 30 additional parking places for cycles. Funding of just under £14,000 secured through EM3 LEP for the above plus a cycling map of the town, leaflet and website launching end September 2020
4.4	Securing status for Alton as an official gateway of the South Downs National Park	To encourage walkers and cyclists to base themselves in Alton as a gateway town to the park, accessible from London on public transport.	ATC officers working with South Downs National Park Officers	Officer hours plus publicity costs (up to £5,000)	Increased number of walkers/cyclists to Alton via survey data.	Work in early stages with SDNP but authorisation given to refer to Alton officially as a gateway town. New town entry gateway signage on hold due to opposition from County Councillor.
4.5	To help visitors to be better aware of their surroundings, encouraging and educating people on the spaces they are visiting engendering love and care of the countryside	Ensuring that tourism makes positive contributions to the conservation of natural heritage, that visitors leave a minimal impact on the countryside and learn more about sustainable local industries and farming.	ATC/ EHDC / HCC Tourism / Ramblers/ Walk Alton	Officer Hours plus publicity	Increased number of walkers/cyclists to Alton and surrounding areas via survey data. Anecdotal evidence from Ramblers / HCC on the state of the RoW Network	Included with ATC Marketing and Promotions Strategy. Increased number of informative guided walks to promote the town and its environment nature and ecology – inc bird walks, bat, promotion of Alton Natural History Society,
4.6	Offering local walking and cycling along the network, with considered start/finish locations which feed in to the local transport network.	To promote tourism which minimises carbon footprint	ATC / Local companies and organisations promoting walking and cycling	Officer Hours plus publicity	Take up of events and surveys of local accommodation to ascertain reasons for staying locally and if this is increasing for walking and cycling.	Review of walking publications underway. Promotional strategy required. Application made by Town Clerk to MHCLG May 2021 for consultant assistance in promotion of the town and targeted advertising (pending decision) . My Journey Hampshire Social Media Campaign ran for 6 months started late 2020 into 2021.



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

Strategy Action Plan – OBJECTIVE 5

Alton Town council will seek to promote schemes to reducing energy consumption and emissions from existing homes and businesses in the town by promoting energy efficiency measures, renewable energy sources and behaviour change.

	Action	Purpose	Actioned by	Budget	Evaluation	Status
5.1	Provide start up assistance for environmentally sustainable retail or social enterprise initiatives in the High Street. Support for existing shops who wish to more sustainable.	To reduce the number of vacant units on the High Street, encourage behaviour change, embracing shop local, rather than driving out of town and increasing footfall in the centre of town.	ATC	£20,000 per annum	Number of vacant units decreases; new initiatives take shape.	Support already given to the launch of the Repair Café, Community Cupboard & Refill Alton in 2019. Community Share launched in 2020 Fill up Alton opened 2020 Community Cupboard now based in High Street unit. Social enterprise initiatives included within the Alton Emporium created by the Town Council in Market Square. In dialogue with potential new business ventures looking to open community ventures in High Street. Shop Local social media campaign ran December 2020, A 2 nd tranche being filmed October 2021 for this Christmas.
5.2	Encourage residents to make better use of existing local sustainable community initiatives such as the Toy Library, Furniture recycling, dementia friendly café,	To help reduce social isolation through participation, maintain and develop and a sustainable local community committed to reducing the production of unnecessary waste.	ATC Officers/ local groups and organisations, EHDC Communities Department	Officer Hours	Increase in the use of these initiatives.	ATC using local media outlets and social media platforms to promote these initiatives. Partnership project with Dementia Friendly Alton to create a space in the public gardens. Repair café using the town council marquee in the public gardens for sessions in the summer. Themed markets also used to promote sustainable community initiatives.



ALTON TOWN COUNCIL CLIMATE CHANGE STRATEGY ACTION PLAN 2020 – 2023

UPDATED OCTOBER 2021

5.3	Encourage public schemes which reduce waste, increase recycling and improve energy efficiency.	To help improve the sustainability of our local Community promoting the town as a destination which proactively is seeking to reduce its impact on the environment.	ATC / EHDC / Alton Matters? / Chamber? Drawing on examples of best practice	Officer Hours, promotional materials	Increased use of “environmentally friendly” initiatives and schemes through the Town	We have already joined the “Refill Campaign” to promote re-use of bottles for water. Consideration to be given to the installation of additional public drinking fountains in the town centre. ATC committed to Plastic Free Alton September 2021 and supporting the Alton Ambassadors scheme.
5.4	Promotion of the work undertaken by Energy Alton	To help residents in the retrofitting of existing homes across the town to help reduce energy consumption,	ATC Officers, local businesses, local retail representatives & Energy Alton	Officer Hours, promotional materials	Increased take-up of decarbonisation schemes	Energy Alton grant awarded in 2020. Resulting Clean Heat initiative report to help residents with retrofitting to be launched October 2021.
5.5	Promotion of electric car use. Now include promotion of e-bikes.	To lower emissions of our roads for those who are unable to access public transport.	ATC/ EHDC/ ACAN	Officer Hours	Increased number of electric cars and decreasing numbers of diesel cars on the local road network	Promotion of Electric cars at Eco-Fair, Classic Car Rally and other high footfall local events. Grant application made to HCC for the loan of an E-bike for 12 months for residents to trial.