

**From:** [REDACTED]  
**Sent:** 03 December 2017 12:14  
**To:** \_WEB\_Local Plan  
**Subject:** Comments on Issues and Options Paper

Dear Local Plan Review Team,

Here are my comments in response to questions 1a/1b, 2.1a and 2.1f in the Issues and Options Paper:

**Q1a/1b            Top Issues and Council Actions**

These should include:

- ***Taking a ‘whole economy’ approach to accelerating transition to a low carbon future.*** Accelerating this transition is essential and should be addressed as an issue for the local economy, as well as the environment. The importance of a ‘whole economy’ approach is recognised, and being acted upon, by Government through its Clean Growth and Industrial Strategies. See in particular the sector by sector approach in chapter 4 of the Clean Growth Strategy, including a focus on ‘Improving Business and Industry Efficiency and Supporting Clean Growth’ (p61-71). In addition to addressing the decarbonisation of transport (issue 18), buildings (issue 3) and energy supply (issue 24), the Council should look at how it can encourage, enable and support local businesses and industry to decarbonise their activities.
- ***Addressing the building blocks and enablers for transition to a ‘circular economy’.*** The concept of the circular economy is gaining considerable traction as a way of addressing the challenges of future resource exhaustion and climate change. The concept is based on the idea of cycles that preserve and enhance resources and optimise their use, and is potentially applicable, albeit to varying degrees, *across all sectors*. It is built on three principles: designing systems and products to enable remanufacturing, refurbishing, recycling and reuse; designing out waste and pollution; and regenerating natural systems. The Government has recently endorsed circular economy thinking in its new Industrial Strategy (eg see the box on p148 of that strategy). The Council should look at what it can do to encourage, enable and support circular economy development. This might include work with partners to encourage businesses to focus on the following circular economy ‘building blocks’: circular product design and production; new business models that prioritise payment for access to services over ownership; and ‘reverse logistics’ that enable materials and products to be collected for re-entry back into the market. Or it could include working with partners on ‘enablers’, including development of a skill base to drive circular innovation, and establishment of ‘collaborative platforms’ between businesses and local policy makers, to enable information sharing and discussion of ways of stimulating circular economy activities and overcoming market barriers (See, for example, ‘Towards a Circular Economy: Business Rationale for an Accelerated Transition’, Ellen MacArthur Foundation, December 2015, p14-17).
- ***Encouraging transition to sustainable agricultural and food practices.*** Agriculture and food are also firmly on the national political agenda as part of Brexit discussions, with a range of substantive contributions about how to transition to more sustainable approaches (see for example, Lang T et al, ‘A Food Brexit: Time to Get Real’, July 2017, and Land Workers’ Alliance et al, ‘A People’s Food Policy’). The Government’s Clean Growth Strategy also contains proposals that could aid transition. These include: working with industry to encourage the use of low-emissions fertiliser; developing affordable low carbon fertiliser products to reduce and replace fertilisers; exploring the potential for bio-stimulants to improve nutrient use efficiency; exploring the viability of fertiliser production by recovering nutrients from wastes and other organic materials; and reducing the costs of resource use in crop and livestock production by improving our understanding of crop soil interactions and exploring the potential of robotics and precision farming technologies. Beyond this, on food practices, there is growing recognition of the need for major shifts in diet (towards vegetarianism, and more diverse fish and cultured meat supplies) and a complete avoidance of food waste. In the light of these developments, the Council’s consideration of farm diversification (**Q2.1f below**) should be broadened out to address what more it can do to encourage, enable and support transition to sustainable agricultural and food practices.

- **Targeting support for the most vulnerable and those in most need.** The Council should consider how it can give greater priority to, and build on, ways of reducing poverty and inequality (Corporate Delivery Plan 2017-21, Health and Well-Being priority, p6). This priority appears to have been omitted from the list of health and well-being issues in the Issues and Options Paper. The Council should consider, for example, how it can learn from/build on its ‘warm and well’ advice and ‘healthy home’ loans schemes.

The Council should also strive to work in partnership with others in addressing these priorities, including local companies, investors, business organisations, NGOs and GFirst LEP.

#### **Q2.1a Biggest Economic Challenges and Council Role**

Please consider the comments above about ‘top issues and Council actions’ to also be a response to this question.

An additional way in which the Council might respond to these challenges is by looking at ways of encouraging and supporting businesses to become ‘mission-led’. The focus of the mission could be ‘environmental’, for example, through the adoption of strong environmental sustainability business models (see Volans, ‘Breakthrough Business Models’, September 2016), and/or ‘social’, for example, by encouraging businesses to address social justice and inequality issues (see the work of the new Inclusive Economy Partnership to <http://iep.challenges.org/>).

The Council could encourage and work with key partners (particularly GFirst LEP) to look at ways of encouraging, enabling and supporting businesses to become mission-led, in particular through ‘direction setting’, use of ‘convening power’, and through criteria for support and investment. Criteria could include ways of demonstrating commitment to being mission-led, for example, by being certified by B Corps as meeting rigorous standards of social and environmental performance, accountability, and transparency (see <https://www.bcorporation.net/what-are-b-corps>), or by developing and using schemes like the Bristol-based Go Green’s ‘say it, do it, prove it’ process (<http://gogreenbusiness.co.uk/about-us/>).

#### **Q2.1f Farming**

As suggested above, the Council’s consideration of farm diversification should be broadened out to address what more it can do to encourage, enable and support transition to sustainable agricultural and food practices.

I hope these comments are helpful.

Yours sincerely,

██████████  
██████████



Virus-free. [www.avast.com](http://www.avast.com)