

## Appendix 1 - A summary of funding requirements

Funding requirement and expected benefits/outcomes	Alignment with Everyone's Essex and the Essex Climate Action Commission (ECAC) recommendations	Total cost
<p><b>Delivery and Support Roles: 2021/22 to 2025/26</b>  <b>1 Full time equivalent (FTE) Climate Officer;</b>  <b>1 FTE Engagement Manager and 1 FTE Business Support position to support the delivery of the Environment and Climate Action across Essex joining the Environment &amp; Climate Action Directorate</b></p> <p>1 FTE Climate Officer and 1 FTE Engagement Manager positions are required to support ECC's Director of Environment and Climate Action, with the co-ordination and delivery of the Essex Environment and Climate Action programme across ECC and working with partner organisations to support collaboration across Essex. Duties will include but are not limited to: providing strategic advice and briefings on Climate Action, leading on the delivery of Environment and Climate Action related initiatives, and co-ordinating engagement with stakeholders on the delivery of Environment and Climate action across Essex. Funding requirement from the beginning of April 2022 to end March 2026 for the Climate Officer and beginning of April 2022 to end March 2025 for the Engagement Manager.</p> <p>1 FTE Business Support Administrator position is currently funded to provide the administration support to the Essex Climate Action Commission and Essex Environment and Climate Action Programme. This funding expires in February 2022 and further funding is required for this position to be continued within Business Support. Funding requirement from beginning of March 2022 to end March 2025: staff to be sourced from the Business Support Team.</p>	<p><b>Everyone's Essex</b>  Co-ordination of ECC's climate action plan that supports delivery of the 'High Quality Environment' Commitments including working across the council and Essex to hit our net zero targets.</p> <p><b>ECAC Recommendations</b></p> <ul style="list-style-type: none"> <li>• An enabler for Essex County Council to implement some of the recommendations under the climate action plan.</li> <li>• Support collaboration for climate action across Essex in response to the Commission recommendations.</li> </ul> <p>The roles will also provide support for operation of the Essex Climate Action Commission itself.</p>	<p>£723,550  3FTE</p>
	<p><b>Everyone's Essex</b></p>	<p>£259,063</p>

<p><b>Campaign Support for the roll out of the Sustainable Warmth / Home Upgrade Grant (SWHUG) programme 2021/22 to 2023/24</b></p> <p>The SWHUG programme aims to support c 2,000 low-income households in Essex to upgrade their homes. This grant held and managed by the South East Energy Hub. Essex has been awarded time-limited funding for upgrading fuel poor homes in two tranches of £5.2m and £17.2m (not match funded) to provide this work free of charge to qualifying homes to a value of £10,000 per household. ECC will providing marketing support to ensure these funds are fully allocated and Essex residents can gain the maximum benefit from this grant funding between January 2022 and March 2023.</p> <p>Funding is required for a full-time Campaigns Officer reporting into the Communications Manager within the communications team between January 2022 and April 2023 to support the roll out and for PR and marketing costs including Facebook advertising, press releases, case studies, mailshots etc in order to achieve the uptake of c 2,000 households within the SWHUG.</p>	<ul style="list-style-type: none"> <li>• High Quality Environment <ul style="list-style-type: none"> <li>○ Transport &amp; Built Environment</li> </ul> </li> </ul> <p>Also contributes to Levelling Up, reducing fuel bills for residents as well as cutting greenhouse gas emissions. Moving homes out of fuel poverty also contributes to better health and educational outcomes.</p> <p><b>ECAC Recommendations:</b></p> <ul style="list-style-type: none"> <li>• Two-thirds of all homes to be retrofitted as far as possible to net zero carbon standards by 2030 and all by 2040 with incentives introduced to accelerate the shift to low carbon heating solutions.</li> <li>• Existing homes – carbon emissions reduction of 50 per cent by 2030 and carbon zero by 2040.</li> <li>• 100 per cent of fuel poor homes to be retrofitted and supplied with affordable energy by 2030.</li> </ul>	<p><b>Total Cost</b></p> <p>of which: £59,063 1FTE</p>
<p><b>Communications Resources 2021/22 to 2025/26</b></p> <p><b>Funding for staff team joining the Environment &amp; Climate Action Directorate:</b> <b>1xFTE Communications Manager (currently funded to end of March 23 from first Climate Change fund drawdown) who will manage the team comprising: 3xFTE</b></p> <p><b>Communications Officers (1 currently funded to end of February 23 from the first Climate change drawdown),</b></p> <p><b>1xFTE Communications Assistant; and other resource costs to support communication and engagement across the ECC Climate Action Plan to end of March 2025.</b></p>	<p><b>Everyone's Essex</b></p> <ul style="list-style-type: none"> <li>• High Quality Environment</li> </ul> <p><b>ECAC Recommendations:</b></p> <ul style="list-style-type: none"> <li>• Provide an online resource that provides key information to enable action for individuals and households with associated carbon impacts; amplified by social media and other communications tools; signposting to apps and good advice that already exists.</li> <li>• Provide additional toolkits to enable effective action at a local level whilst providing links to possible funding opportunities. We recognise the need to</li> </ul>	<p><b>£1,277,387</b> <b>Total Cost</b></p> <p>of which: £638,198 5 FTE</p>

<p>Suites of activities forecasted to be spent between 2021/22 and 2024/25 are focused on raising awareness of the climate challenge with different audiences, promoting ways to mitigate the effects of climate change and the different resources available, and support others to do so via different mediums.</p> <p>Planned work will support deliver of the Climate Communications Strategy commissioned internally or within ECC procurement framework. This includes, but is not limited to:</p> <ul style="list-style-type: none"> <li>the creation of toolkits for different audiences (a. parish and town councils, b. City, district and borough councils and c. landowners)</li> <li>Maintaining an online resource that provides key information for individuals and households on how to take action and mitigate the effects of climate change including maintaining the ECAC website (<a href="http://www.essexclimate.org">www.essexclimate.org</a>)</li> <li>promote sustainability with 50 Essex schools and 200 school children and young people</li> <li>promoting a variety of climate initiatives led by different teams across ECC and facilitate large scale change</li> <li>research Essex audience groups' knowledge and attitudes relating to climate change each year</li> <li>running ECAC events showcasing further work delivered across Essex in support of the climate challenge.</li> </ul>	<p>support other local authorities at parish, town, city, district, and borough level by giving access to toolkits and information on funding opportunities to help them engage with residents at a more local level.</p> <ul style="list-style-type: none"> <li>Small and medium enterprises should be encouraged and supported to invest in energy efficiency including their own premises, climate resilience and renewable energy source, such as solar energy.</li> <li>Support should be provided to help land managers transition to alternative land uses.</li> <li>There should be a specific community engagement programme to co-create large scale change in communities.</li> <li>Invest in research to identify Essex audience groups and develop more targeted communications.</li> </ul>	
<p><b>‘Essex is Green’ resources 2021/22 to 2024/25</b></p> <p>Revenue costs commissioned over 4 years for £60k per year to continue to manage the Essex is Green social media channels including Facebook, Instagram and Tik Tok, and run the Changemakers Group:</p> <ul style="list-style-type: none"> <li>To continue to engage Essex residents and provide information on climate change and the environment – encouraging them to take action to mitigate change</li> </ul>	<p><b>Everyone’s Essex</b></p> <ul style="list-style-type: none"> <li>High Quality Environment</li> </ul> <p><b>ECAC Recommendations:</b></p> <ul style="list-style-type: none"> <li>Essex is Green should continue to be supported. Essex is Green should be used as an overarching brand for climate action in Essex, widely seen across the County.</li> </ul>	<p>£240,000 3<sup>rd</sup> Party resource</p>

<ul style="list-style-type: none"><li>• To continue to provide a forum for local community group leaders and interested individuals to meet, work and learn together to achieve the shared goal of fighting climate change and improving the environment.</li></ul>		
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