

December 2013

Brighton & Hove One Planet Case Studies – No.3

The Sustainability Action Plan outlines how we will use the One Planet approach to meet two of the council's key priorities - creating a more sustainable city and modernising the council. These case studies give an insight into the successful work that is going on under each of the One Planet Principles. More information on [One Planet City initiatives](#) can be found on the council website.

Culture & Community



60 year lease granted to Saltdean Lido CIC

Brighton and Hove councillors have approved proposals to give the Saltdean Lido Community Interest Company a 60-year lease to operate the Grade 2 Listed pool.

Saltdean CIC's renovation and refurbishment plans for the 1930's Art Deco Lido site propose to meet national targets on sustainability and aims to contribute to Brighton & Hove's One Planet City Sustainability Action Plan.

Their proposal, developed in partnership with Wave Leisure Trust, identified the most viable energy solutions for the building, designed to reduce its carbon emissions and achieve the most efficient payback on investment. Sustainable water measures, a site waste management plan and sustainable transport plans all contributed the success of their proposal. The council's [Sustainable Procurement Policy](#) set the framework for these high standards of environmental sustainability.

One of Saltdean CIC's primary objectives is to provide space for community groups at an affordable cost, alongside corporate hire. The site will be used all-year round, with plans to turn the swimming pool into an ice-rink during the winter.

Chairwoman Rebecca Crook said its aim was to bring the site "back to life and to get people using it again." [More info](#)

Equity & Local Economy



Fair Trade November

Pupils from Cottesmore School in Hove involved in making a [Fair Trade City film](#) met the Secretary of State for International Development last month. They showed her a clip of the film and talked to her about their work as a Fair Trade School. Cottesmore pupils made the film so other schools can learn about Fair Trade and its links to Brighton. The children found out about how consumers can affect the lives of people who grow or make the stuff we buy and discovered a local Fair Trade business selling ethical gifts.

Brighton shoppers were invited to discover ethical Christmas gifts at six venues on a [Fair Trade Trail](#) across the city on the last Saturday of the month. Brighton and Hove is a Fair Trade City and boasts a range of local shops and businesses which actively support Fair Trade partnerships with producers around the world. Venues on the Trail included an Artist's Open House, ethical cycle wear and a range of venues selling Fair Trade clothes, gifts and accessories.

Fair Trade Brighton & Hove was instrumental in the city joining local and national leaders from 32 countries to back the [Fair Trade Beyond 2015 Campaign](#). Signatories were the leaders of all three main political groups in Brighton & Hove: Jason Kitcat, Geoffrey Theobald, and Warren Morgan.



Health & Happiness



World Mental Health Day

Making a big splash about mental health challenges stigma and helps us all to build up our resilience. In 2013, World Mental Health Day was celebrated with an innovative programme created by local arts organisation, The Basement, and funded by Brighton & Hove City Council. Throughout October, banners on 20 city centre lamp-posts and a light box display in Jubilee Square showcased the drawings of residents in an exhibition titled *All Very Well*. All of the artwork was developed in day-long workshops led by artist and drawing tutor Jake Spicer, in response to Bobby Baker's *Diary Drawings* reflecting on ideas such as emotional wellbeing and mental health.

The programme also included theatre, cinema, meet the author and physical activity events. [More info](#)

Land Use & Wildlife



The Level: Restoration of a very green park

The newly restored Level offers an important and much-valued 'green lung' in a densely populated area of the city. The new water fountains, playground, state-of-the art skatepark and floral sensory gardens have been hugely popular and there has been a lot of interest from the community in using the restored pavilions as a base for their activities.

Nurturing physical and mental well-being is one of the key components of this project. An exciting programme of activities also offers volunteer opportunities, boosting skills development. Some 20 local people have been trained as Playworkers and Healthwalks leaders so far, enabling play sessions to return to The Level and regular Healthwalks to take place for the first time at the Level.

The park now actively encourages biodiversity with the introduction of wildflower planting, native species hedges, flowering plants and more trees. This has already proven to be very successful, encouraging bees, butterflies and other local wildlife into this city centre park. Over the summer there were sightings of the rare 'White Letter Hairstreak' butterfly whose lifecycle is totally dependent on elm trees, which of course run around the Level's perimeter.

Already benefiting from excellent bus links, the park's city centre location makes it a popular and convenient walking cross-route to Brighton Station, with a network of cycle paths and a number of new cycle parking stands. The new cycling themed "Vélo" café has high sustainability credentials including a green wildlife-friendly roof, solar thermal and PV panels, air source heating and a rainwater harvesting system. An energy efficient LED lighting scheme means that the park can be used for longer periods, making the Level a safer place to visit. [More info](#)

Local & Sustainable Food



Food award for Brighton & Hove

Harvest Brighton & Hove has been named 'best community food growing project' in the Local Food Awards. Over 500 projects across England were eligible for the awards, which were run by the Big Lottery's Local Food Fund.

Harvest impressed the independent Local Food Panel with the reach of their projects and how successful they were at engaging with local people. Many evaluation survey respondents reported behaviour changes as a result of engagement with Harvest, such as wasting less food (44%), composting (41%), and buying more local food (36%).

The project is driven by the vision of a sustainable food system where more food is provided from within the city, and accessible to all residents. The primary aim is to get people growing their own food – whether in their own back gardens and balconies, on allotments, or in unusual spaces such as public parks or empty land around housing estates. The project offers training to individuals and community groups and supports the development of new community gardens.

The project began in 2009 with a grant of almost £500,000 over four years from the Big Lottery Local Food Fund. In that time, 51 new growing projects have been started by Harvest, working on 7,102 m² (1.75 acres) of new growing space. These projects are spread across the city and involve many different types of people, from local neighbours to charities working with vulnerable people.

The project has now come to the end of its initial funding and the Brighton & Hove Food Partnership will be continuing the valuable work that Harvest has started in the city. [More info](#)

Sustainable Materials



Treasure from Trash

The Emporium at Emmaus in Portslade is a treasure trove of vintage and collectable items. It's also stocked with hand made and upcycled items made by members of the Good Will Co-op. This community project was started six years ago, inviting people in the city living alone and isolated to come and be part of the Emmaus family. Many of the volunteers are older people with a wealth of traditional skills. They collect donated wool, fabric, even bits of wood to make cutting edge gifts. In six years the project has raised £15k-£16k for the community's activities from items that were unsuitable for sale and destined for landfill.

The Garden Shop at the recently opened Greenhouse@emmaus aims to inspire the creative gardener. Companions – men and women who live and work at Emmaus – have teamed up with volunteers from the local community to use donated, unusable items to make upcycled garden products. Catering size baked beans tins painted with donated paint and a chair with a plant pot for a seat are among some of the low cost, eclectic items that are going on sale. The charity hopes that visitors to the shop will be inspired to upcycle items they see whilst browsing the Second Hand Superstore. [More info](#)



Sustainable Transport



City walks go digital

Six of Brighton & Hove's most popular walks are now available to view by Smartphone. The city's real-time journey information provider, JourneyOn Mobile, is providing the new format to make accessing mapped city centre walks and countryside trails easier and to encourage more people to don their walking shoes.

Interactive on-screen pop ups with historic facts and photos of recognisable landmarks will be highlighted on digital maps throughout the journey making each route easy to navigate. Once underway, the Smartphones GPS system will monitor your whereabouts and get you back on track if you get lost or deviate from the route for a spot of shopping or a coffee break.

Since its launch in 2011, JourneyOn Mobile has gone from strength to strength and over 40% of users now access the service via their Smartphone to plan a journey and get up-to-date travel information while they're on the move.

To download the app to your smartphone, visit www.journeyon.co.uk and click on Walks and Trails.

Sustainable Water



Boring worms and burrowing piddocks ...

... to name just two of the fantastic marine creatures that inhabit the chalk reef that lies beneath the waves from Brighton Marina eastwards to Beachy Head, which has just become one of the first new Marine Conservation Zones in England.

The wave-cut chalk platform extends half a kilometre out to sea, with a surface pitted with holes created by these 'boring' animals, whilst an underwater forest of kelp seaweed grows in the shallows. Dense clusters of blue mussels and native oysters can be found on the reef gullies and ridgetops, together with sponges, anemones, sea squirts, lobsters and spider crabs. Rare long- and short-snouted seahorses also occur here, together with critically endangered European eels whose young 'elvers' migrate along the coast and up the river estuaries.

As one of just 27 areas designated nationally so far, 'Beachy Head West' Marine Conservation Zone provides a legal framework for nature conservation and sustainable management of the marine environment off the East Sussex coast for the first time. This will allow different interest groups - from fishermen and sailors to divers and naturalists - to work together to further the conservation objectives. The western half of this new site, as far as Newhaven Harbour, will form the marine "buffer zone" of the proposed UNESCO Biosphere Reserve. [More info](#)

Zero Carbon



Green Deal Pioneer Places

10 new eco homes in Brighton and Hove have begun to reap the benefits of energy efficiency work done on their homes over the summer as part of the council's Green Deal Pioneer Places scheme, funded by the Department of Energy and Climate Change.

As part of the initiative, 10 Brighton and Hove residents each received up to £10,000-worth of Green deal home-energy improvements for their homes — for free. Work on the 10 homes included external wall insulation — which wraps the outside of the building in a layer of heat-saving insulation — new boilers, low energy lighting and loft insulation. A documentary following three of the households as they had the energy efficiency measures installed in their homes can be viewed at www.brighton-hove.gov.uk/greendeal

The householders are now benefiting from warmer homes and lower energy bills. Terry Conway, 60, who lives in a Victorian terraced house in Queens Park with his wife Judy, 59, and was one of those selected for the home-energy improvements, said: "We're looking forward to reaping the benefits in winter, particularly the rear of the house which takes the full impact of the severe weather."

The 10 homeowners were selected from the 100 people who received a free Green Deal energy assessment, which identified how they could waste less energy and save money on their gas and electricity bills.

Brighton & Hove City Council has agreed to sign up as an affiliate in the Sussex Energy Savers Partnership which from early 2014 will help householders and businesses with Green Deal assessments and energy measures across the city and the county. [More info](#)

Zero Waste



WEEE Banks

Recycling on the go has never been easier since the introduction of 10 new 'Bring banks' for small electrical items across the city in October.

The scheme, expanded by the council and Veolia Environmental Services, provides increased choice and convenience for residents, especially those who find it difficult to get to the council's household waste recycling centres.

75% of electronic waste ends up in landfill in the UK each year. Having these banks diverts hazardous material from landfill while reducing and recycling waste.

Between January and December 2013, our residents have recycled 5.5 tonnes in of electronic waste.

All small items, broken or usable, are accepted including toys, shavers, phones, DIY tools, mobile phones and kitchen appliances. They just need to be small enough to fit through the chute at any of the 20 sites. [More Info](#)



Sustainability Team December 2013

sustainability@brighton-hove.gov.uk 01273 29 3833