'Learning from Lockdown' Survey: Key Findings and Recommendations

Executive Summary

The 'Learning from Lockdown' sustainability survey provided us valuable insights into a range of different areas as to how Dacorum can help mitigate the Climate Emergency locally.

Dacorum will need to use its 'spheres of influence' to lead behavioural change through enabling, encouraging, educating, engaging and leading by example. This will require a range of campaigns, initiatives, schemes, policy changes, events and training to help achieve this.

This report outlines the key findings from the survey as well as a range of suggested recommended actions to take and include in the Climate Emergency Strategy that is being developed.

Many of the recommendations involve both potential internal change within Dacorum Borough Council as well as propositions for engaging with local organisations. One key recommendations is for Dacorum to produce a '**Green Business Charter**' (GBC) for local organisations to voluntarily sign up to. This would outline a range of initiatives that local organisations could adopt in order to create a low emission and more sustainable work place. The GBC would provide a useful way of having a cohesive approach on these matters with local organisations, as well as providing support to those who are not sure how to have a positive environmental impact. The GBC would include a pledge of aiming to be a net-zero carbon emissions organisation by 2030. The suggested actions in the GBC would help to provide a pathway for how organisations can get there and be more sustainable overall.

Dacorum's newly-formed Sustainable Transport group will play a key role in putting together and delivering a work plan. Many recommendations directly relate to areas this group could take forward – for example, establishing an electric car pool scheme for staff, developing an internal Green Transport policy, installing more bike racks and cycle lanes throughout the borough, and many more. Encouraging residents to cycle more will play an important role in reducing the borough's overall emissions and improving air quality.

A crucial role that Dacorum will play is in developing campaigns and communicating with residents. A Climate Emergency Communication work plan will be developed in order to capture key information and messages that will need to be delivered to residents.

Lockdown showed us all the value of social interaction and developing a communications work plan that is full of events, training, presentations and promoting volunteering with community groups will be a significant part of the sustainability work – when it is safe to roll these initiatives out. For example – hosting Repair Café events, establishing Community Fridges to help reduce food waste, a 'Library of Thing's, as well as creating Community Gardens and Orchards too.

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Introduction

In summer 2019, Dacorum Borough Council (DBC), declared a Climate Emergency following a report released by the International Panel on Climate Change that called for an urgent global response and recommended that we have until 2030 to limit carbon emissions in order to avoid catastrophic impacts that global warming of 1.5°C above pre-industrial levels would cause.

During July and August 2020, DBC ran a six week sustainability survey to help understand how certain behaviours changed locally as a result of the safety measures brought about by COVID-19.

Several of the lifestyle changes that people made are also essential for helping to tackle the Climate Emergency. DBC wanted to understand how to positively embrace these changes within Dacorum, so that instead of going 'back to normal', we can move forwards to a better, greener future.

The survey was broken down into several key areas: transport and commuting, cycling, food, resources, energy and water use. 1500 residents took part. The full results have been published and are available to read here; it is recommended that this report is read alongside these results.

Dacorum has set a target of getting the council's operations to net-zero carbon emissions by 2030 – however, DBC is only responsible for 1% of the emissions in the borough. Therefore in addition to this, DBC will need to also work alongside residents, communities and businesses to help them reduce their impacts so as to reduce the emissions of the overall borough as much as possible.

A number of the changes required to reduce emissions can be brought back to behavioural changes. Dacorum will need to use its 'spheres of influence' to lead behavioural change through enabling, encouraging, educating, engaging and leading by example. This will require a range of campaigns, initiatives, schemes, events and training to help achieve this.

This report outlines a range of key findings and recommendations based on the survey results which will help shape elements of the Climate and Ecological Emergency Strategy and Action Plan, which is being released in 2021.

1. Respondent Demographic:

1.1 Nearly 1500 residents took part in the survey and 9% of these were Dacorum employees.

    1.1.1   This shows that many of the answers provided are relevant for us to consider internally.

1.2 With an average participant age of 54, there was lower engagement across younger age brackets

    1.2.1   This should be kept in mind when interpreting the results throughout the report.

    1.2.2   When rolling out public consultations or surveys in the future, look for ways to engage with younger demographics. This could include working with schools and colleges, advertising through different social media platforms, etc. To engage with older audiences posters could be used at community centres.

1.3 The population of Dacorum is approximately 155,000 with the population of Hemel Hempstead making up around 63% of this; Berkhamsted 11% and Tring around 9%

    1.3.1   As such, the demographic of the participants is suitably represented.

1.4 There were nearly as many retired people who completed the survey as those in work.

    1.4.1   This should be kept in mind when interpreting the results throughout the report.

2. Transport and Commuting

Transport is the largest emitter of greenhouse gas emissions in the UK and is responsible for over a quarter of the UKs greenhouse gases. Private vehicle use, especially car use, makes up the bulk of transport emissions.

Climate targets require a reduction in car use by 2030 of between 20% - 60%, depending on the speed of the switch to electric vehicles. In the UK, commuting is responsible for around a fifth of all miles travelled. Changes are needed to make walking, cycling and public transport more attractive to people than driving.

During lockdown, many people began working from home; travelling by car less, walking and cycling more and socialising differently via online platforms such as Zoom.

Transport - Key Findings and Recommendations:

2.1 The three most important benefits to participants of cars not being on the road were air quality (65%), less emissions due to the Climate Emergency (55%) and quieter more peaceful roads (51%). Over half of participants were also concerned about safety in general – there was notably more concern for cyclists and pedestrians than children playing in the street. When asked to give additional comments around the benefits of less cars, 43% related to the positive impacts on wildlife.

2.1.1   This information highlights the need for the Climate Emergency work to tie in closely with the Air Quality work that both Dacorum and Hertfordshire County Council are doing. We must ensure that any campaigns and communications stemming from the Air Quality work are included as actions within the Climate Emergency Communications Strategy and have a cohesive approach.

2.1.2   When designing behavioural change communications and campaigns to encourage reducing car use, these key benefits will be heavily used in order to maximise engagement. These could be incorporated into the Climate Emergency Communications Plan.

- One potential behavioural campaign to explore developing could be based around the slogan "*Don't be idle; walk scoot cycle*" – which encompasses all elements of reducing car use and idling, alongside encouraging active travel. This could be heavily promoted with residents, especially in schools and businesses.

2.1.3   When developing communications relating to Biodiversity, reminding people about the benefits that they witnessed for wildlife from reduced cars could be a useful emotive tool.

2.2 Approximately 9 out of 10 people want to see less cars on roads in the future. Only 2% of participants disagreed with this.

2.2.1 This demonstrates that there is a strong appetite for more people to take up active travel and use public or shared transport. A cohesive Sustainable Transport group needs to be established and create strategies and work-plans that will help to deliver the changes needed.

2.3 Around two thirds of participants work within Dacorum (14% of participants work from home), with many working in various locations both in and outside the borough.
Nearly half of participants can travel to and from work in under half an hour.
The top three areas for commuting to were Hemel Town Centre (11%), Mayland's Industrial Estate (5%) and Apsley and Corner Hall (3%).

This information demonstrates that walking, cycling, lift-sharing or using public transport to get to work could be feasible for a large number of residents.

2.3.1 Focused campaign work could be done with the companies that are based in Hemel Town Centre, Mayland's Industrial Estate and Apsley and Corner Hall in order to encourage their staff to explore alternative travel options.

2.3.2 These statistics can be used when developing an Active Travel / Sustainable Transport work-plan or strategy. This work could include both behavioural change communications, and initiatives as well as physical changes such as placement of cycle lanes and bike racks.

2.4 Over a third of participants travel outside of Dacorum to get to their place of work.
38% of these travel to London, 32% stay within Hertfordshire, 15% to Buckinghamshire, 4% to Bedfordshire and 4% elsewhere.

2.4.1 When developing a Sustainable Transport work plan, we should collaborate with Hertfordshire County Council to investigate the public transport links currently available and work with the necessary organisations to research and improve links to the most popular areas that people commute to – London, Herts and Bucks.

2.4.2 We should work with residents and businesses to encourage more regular working from home where this is a suitable option.

2.5 The 'methods of commuting' answers indicate there will be an increase in the number of people who will be planning on walking to work (2%), cycling (4%) or using an electric bike or scooter (4%). The number of people using a bus is predicted to stay the same. There will be a decline in those using the train (2%) and driving (5%) – the additional comments indicate that this is mostly because of more opportunities for working from home.

2.5.1 Developing an annual transport survey to help monitor how residents are commuting / travelling would be useful so that we can identify changes and understand where to focus campaigns to help people transition to active or public transport.

2.5.2 Campaigns could encourage people to pledge to / adopt the method of 'walking if their destination is less than a mile, or cycling if it is less than 3 miles'.

2.5.3   Infrastructure should be provided to help encourage this in the form of sufficient paths, crossings and cycle racks.

2.5.4   The majority of additional comments around commuting methods were to complain about how unreliable, inconvenient and expensive public transport is.

2.6   Over three quarters of participants said that they will be using video conferencing such as through Teams or Zoom to reduce the need for external meetings. Before COVID-19, this would have been unheard of and shows how quickly society can adapt when they need to. It is important that this change is harnessed.

2.6.1   As part of an internal Green Transport Policy, Dacorum could encourage staff to use video conferencing as a priority wherever possible rather than have external meetings, conferences and training.

- Within Dacorum hold training sessions or circulate educational materials (such as 'how to' videos and 'hacks') for members of staff to show them how to fully maximise the potential for video conferencing to minimise the need for external meetings.

2.6.2   Campaigns and initiatives encouraging local businesses to utilise video conferencing could be developed, highlighting the cost savings for hiring conference centres, catering, business mileage, etc.

2.7   Only 1 in 5 participants regularly need a car whilst at work. Another 1 in 5 need a car occasionally with the remaining 58% not needing a car at work at all. It would be anticipated that the rise in external meetings taking place through video conferencing would reduce the number of people who need their own cars occasionally.

2.7.1   Dacorum could consider the introduction of a car and bike pool scheme for those staff members who require transport whilst at work but do not want to commute in with a vehicle. This would help to support people leaving their cars at home in favour of active or public transport. These pool cars should be electric vehicles and e-bikes so that they have as few emissions as possible.

- Research could be carried out as to whether this pool scheme could be made available for residents also.

2.7.2   Dacorum could work with local organisations to encourage them to have similar schemes. Especially those with large numbers of employees who are likely to need transport whilst at work. This would be a suggestion for the Green Business Charter.

- Government funding is available for businesses to install EV chargepoints. When promoting these ideas to businesses, Dacorum should raise awareness of and encourage businesses to utilise this funding.

2.7.3   These statistics could be used whilst shaping Active / Sustainable Transport communications campaigns – e.g. "Our survey indicated that 3 out of 5 participants do not need a car whilst they are at work."

2.8 **1 in 3 employees would be willing to car share on their commute – with an equal split between 'Yes' and 'Sometimes'. Despite this, there are currently only 4% of people car sharing.**

2.8.1 To help raise the number of people sharing journeys, there are car sharing apps and schemes available that Dacorum could partner with to endorse and promote locally both internally with DBC Staff, as well as externally with organisations and residents. This initiative could be included as part of a Sustainable Transport work plan.

- Of those who would be happy to car share, 40% need a car whilst at work – this further supports the need for having a fleet of pool cars available.

2.9 **40% of participants would not car share, but also do not need a car whilst at work. Over a third of the additional comments indicate that the key reason for this is due to concerns over flexibility and shift patterns. Around 10% of those who said no to car sharing did so due to needing to do the school run.**

2.9.1 In order to encourage these people to take up either car-sharing or active travel, initiatives such as flexi-working and working-from-home could be encouraged. These are important factors in ensuring staff have lower emission commutes because it allows people to use alternative greener methods of travel (e.g. walking or cycling may take them longer, catching a bus or train may mean they arrive past their regular start time), it also allows parents to fit in the school run without having to use their cars as frequently. Additionally, the same journey can have fewer emissions if the vehicle is not caught up, or adding to, traffic congestion by travelling at peak times.

2.9.2 Flexible working and working-from-home is something that Dacorum often embraces well with its own staff, however is not necessarily fully embraced by all managers / departments. This could be addressed within the introduction of an internal Green Travel Policy to empower staff in understanding what their available choices are.

2.9.3 Local businesses could be encouraged to also adopt similar Green Transport policies.

2.9.4 When developing campaigns to promote car sharing to individuals and businesses an emphasis could be put on the flexibility of such schemes. It would be beneficial to partner with an existing app or website that will help to provide people with this proven, flexible and trustworthy approach – with case studies where possible.

2.10 **68% of participants were able to work from home during lockdown. 23% stated that they could not do their job from home – this rises to 40% when including those who were furloughed and worked from home 'sometimes'.**

2.10.1 However, when comparing the barriers people gave for not working at home more frequently over 50% said it was because of the type of work carried out. This shows a clear difference and highlights that there is an opportunity for more people to be able to work from home more regularly.

2.10.2 Where suitable, Dacorum could carry out a review of internal processes that might be preventing more home working and find simple ways to alter these in order to improve levels of flexibility and the opportunity for more home working. Such a review could investigate all areas of sustainability around the processes (e.g. paper-use).

2.11 **The three other barriers to home working all had an equal number of people (16%) give them as reasons. This included that their employer will not allow home working; no suitable workspace at home; and preferring being around people.**

2.11.1   This suggests that more workplaces need to embrace the opportunities that working from home can have both for staff and the environment by reducing carbon emissions and make policy changes where necessary to reflect this.

2.11.2   In the roles for which it would be suitable, optional regular home working could be considered for staff who often do not need a physical reason to be in the workplace. In order to help create an open dialogue between staff and their line managers regarding this area, this discussion could perhaps become part of the internal PDR process to ensure that home working is discussed and agreed upon, at least annually if not more regularly in order to recognise the fact that personal and work situations change.

- These situations can change throughout the year as to whether home working suits staff lifestyles or not can change for a range of reasons – this can depend on a staff member's living situation, commute, childcare, pet care, having multiple jobs, hobbies, socialising aspects, etc. Commuting or working from home is a personal preference that should be balanced in order to tailor both the best needs for the individual and the organisation as much as possible.

    o   For example, one colleague may enjoy coming into the office in the summer as they can cycle in more easily, but would prefer to work from home in the winter. Whereas another colleague may prefer being at home in the summer but their house is expensive to heat all day in the winter and so they would prefer to come into the office for those months instead. It is accepted that the requirements of the service will always be part of such considerations.

2.11.3   Dacorum can further support this by providing any equipment or IT support required to ensure home working can take place.

2.12 **For the 17% of people who go into work because they prefer being around people – this suggests that some people may choose to work from home more if there were more community-based groups for them to regularly be involved with.**

2.12.1   This highlights the need to develop and/or heavily promote sustainable community groups, classes and regular volunteering opportunities – this social aspect will be an integral part of the Dacorum Climate Action Network when this is launched. For example, making 'green gym' volunteering groups available that people can go to on their lunchbreaks or after work.

- Dacorum should not only encourage our own staff to take part, but also encourage local work places to join in and promote it to their staff, as well as promote to residents in general.

2.13 **For the 33% of people who do not have a suitable workspace at home and prefer being around people, there does not need to be a choice between simply being at home or in the workplace.**

2.13.1 Shared office spaces can be rented which could be closer to home and so avoid the commute, whilst also being a professional work space allowing people to concentrate but also socialise and see others. Socialising can play an important part of mental health and so this could be a useful situation for some. Shared office spaces are likely to become more useful as many companies may need or choose to close buildings permanently following COVID for financial reasons.

2.13.2 Dacorum could suggest and encourage using shared office spaces to staff who live further away but struggle working from home. This could form part of an internal Green Travel policy.

2.13.3 As Dacorum is largely seen as a commuter town (around a third of participants work outside of Dacorum) there could be many residents who would find renting an office space a useful option if they are no longer required to travel to their usual workplaces. Dacorum could support this by:

- Creating and promoting a list of potential offices within Dacorum through the new Climate Emergency website.

- Potentially own office spaces to rent out to residents. This could become an income stream for the council with the added benefits that there would be lower travel emissions within the borough and that Dacorum would be in direct control of ensuring the office is managed as energy efficiently and sustainably as possible.

    o This could be an especially important consideration for the Hemel Garden Communities work as the additional homes being built are over an hour and a half walk away from Hemel train station and therefore less suitable for encouraging active transport for commuters.

2.13.4 Dacorum could encourage local businesses to also embrace home working through the above measures – this could be included within a Green Business Charter.

2.14 **Before lockdown 58% (481 participants) worked from home – ranging from once a week to full time. Answers suggest that after lockdown, this will rise to 75% (627 participants). During lockdown 77% (657 participants) worked from home and so there is only expected to be a minimal decrease. There is only a 4% increase in the number of participants working from home a full 5 days a week. The percentage difference in number of days working from home show that most will be working 3-4 days a week at home with a percentage increase of 173 – 194%.**

2.14.1 This suggests that there will be a significant rise in the number of people who either never worked from home before or only did so once a week. This highlights that this is more of a flexible change to working patterns

2.14.2 These results show that lockdown has had a significant difference in sparking a paradigm shift in not only working from home, but also working to more flexible working patterns with an improvement in work/life balance, rather than a permanent new working structure of moving to all staff being at home.

3. Cycling:

Cycling is a highly efficient transport that will be a crucial part of the solution for a low-carbon future. It is one of the simplest lifestyle choices that individuals can make to reduce their carbon footprint. It also has huge benefits for their physical and mental health, finances, air quality and their neighbourhoods.

Cycling - Key Findings and Recommendations:

3.1 Half of all participants own a bike, however 16% of these owners say that their bike does not work. 14% of all participants don't have a bike, but would like one. Approximately a quarter of those who have a bike use theirs for regular travel or exercise, a quarter use it for casual leisure and the remaining half are completely disengaged from cycling regularly.

3.1.1 This suggests that promoting bike repair initiatives such as the governments voucher scheme, bike repair workshops, or signposting to 'how to' videos on Dacorum's Sustainability webpages and social media would be beneficial to residents and could be incorporated into the Climate Emergency Communications Plan.

3.1.2 Dacorum could work with organisations that help to repair old bikes and sell them affordably to the local community in order to support those who may be struggling financially to have one.

3.1.3 If Repair Cafes were held at least annually within Dacorum, people could be encouraged to bring their bikes along and have them fixed there/ learn how to fix them.

3.1.4 This highlights the need to deliver campaigns and initiatives to encourage people to use the bikes that they own, as well as encouraging people to buy one. There are a number of different organisations and initiatives Dacorum could partner with to help with this.

3.2 A third of participants cycled more over lockdown. Half did not change their behaviours. Of those who cycled more, a third of people stated their reasons as being 'exercise'; another third 'safer, quieter roads' and 23% saying that they had more time. 11% said better air quality and only 2% saying because of money.

Exercise was the top answer given by 50% of people when asked what their main reasons were for cycling. 20% used cycling as a way to spend time with friends and family, with another 18% saying that it is better for the environment.

3.2.1 This demonstrates that when running campaigns and initiatives to encourage people to use their bikes more, the best angle to use will be exercise and social fitness with the environment being a secondary reason. Money savings should not be used as a tool to encourage this behavioural change.

3.2.2 Dacorum published a Cycling Strategy in 2009, this could be reviewed and updated where necessary by the Sustainable Transport group whilst working closely with Hertfordshire County Council and any other relevant local organisations.

3.3 **Over a third of people said that the key barrier to them being able to cycle more was because they were worried about road safety. Linking this to another question where participants asked what they liked most about having less cars on the road - 51% enjoyed the more peaceful and quiet roads and 43% thought that the streets were safer for cyclists and pedestrians**

3.3.1 Safer roads for cyclists is clearly a key factor and looking at ways to improve road safety needs to be a key action in the Sustainable Transport work plan.

- Many additional comments in the survey results provide further information as to where residents would like to see improvements such as bike lanes.

3.3.2 These safety concerns could be highlighted in campaign work and the work done to improve road conditions could be communicated to residents.

3.3.3 An annual borough-wide transport survey could ask residents which areas they are most concerned about to ensure that we are working with the insights from the road-users.

3.4 **13% of participants (200 people) said that a barrier for them not riding more is due to lack of confidence. However, looking deeper at the responses from participants who previously answered 'No I don't want a bike', the top two barriers to cycling was road safety (28% - 127 people) and because of lack of confidence (20% - 91 people).**

3.4.1 This means that an estimated 1 in 5 Dacorum residents who do not want a bike is because they lack confidence – this could be resolved through increasing access to bike classes, increasing road safety, targeted campaigns.

3.5 **When asked about bike classes, 23% of participants – nearly 1 in 4, said yes they would be interested in these. Two thirds of the people who said that they would be interested in bike classes already have their own bike, although 15% of these participants have a broken bike, suggesting that classes should be on bike maintenance as well as riding safely. Interestingly, 7% of people who said they would be interested in classes previously answered that they don't want a bike.**

3.5.1 Dacorum could research and partner with cycling organisations to offer and heavily promote (and potentially subsidise) bike proficiency classes to help increase road confidence, then this would be likely to have a significant impact on the number of cyclists in Dacorum.

- Many local councils already offer free cycle training classes – e.g. Cycle Confident who works with many London boroughs.

- Dacorum should focus promoting these classes and skills to secondary schools to ensure that the younger generation are equipped with the confidence and knowledge to become frequent cyclists.

3.6 **8% of participants are put off cycling because there are not suitable shower and changing facilities at work, with another 4% saying that there is nowhere to securely store a bike.**

3.6.1 Although these numbers are not overwhelmingly high, they could be lowered if these changes were suggested to businesses in a Green Business Charter.

3.6.2 Dacorum could work with Hertfordshire County Council and the borough's primary and secondary schools to ensure that there are sufficient numbers of bike and scooter racks in order to accommodate a substantial shift to this mode of transport.

- Cycling UK are working to encourage schools to take up cycling for a range of important reasons including physical and mental health, improved air quality and for environmental benefits. They explain *"if more people cycle at peak times, local roads will be less congested. A significant proportion – around half – of traffic between 8 and 9am is caused by 'education' and by 'escort education' trips (i.e. when the sole purpose is to accompany someone else to education). Although a good many children usually walk to school, over a third are driven and very few cycle (less than 3% or so)."*

3.7 **35% of those who said that they 'do not have a bike, but would like one' listed 'I cannot afford a bike' as their reason for not having one. This represents around 6% of all participants.**

3.7.1 There are a range of ways that Dacorum can support with this, these should be explored and researched by the Sustainable Transport group with approved ideas being incorporated into the work plan. Potential schemes:

- Rolling out the Beryl Bike short-hire scheme

- Work place 'cycle to work' schemes and bike pools could be embedded in the Green Business Charter.

- Encourage the passing on of second-hand bikes through local reuse networks;

- Encouraging the repairing and resale of old bikes at low prices through a community scheme or organisation – e.g. Recycle Your Cycle

- Encouraging the sale of more affordable second-hand bikes, e.g. at Reuse Centres.

- Offering a council-led bike hire scheme e.g. Islington's 'Try Before You Bike'

- These initiatives and campaigns could be promoted via the Climate Emergency webpages site.

3.8 **Approximately two thirds of people do not think there are enough bike racks in the borough. There were 280 additional comments suggesting where people would like to see bike racks.**

84% of participants think there should be more cycle lanes in Dacorum. There were 320 additional comments suggesting where people would like to see cycle lanes.

Roughly two thirds of participants think that there should be more 20mph zones throughout Dacorum. There were 324 additional comments suggesting where people would like to see 20mph zones.

3.8.1   As part of the Sustainable Transport work plan, these additional comments should all be reviewed and researched further with improvements made where necessary, whilst working in cooperation with Hertfordshire County Council and other relevant organisations.

4. 'Resources' – analysis, comments and actions:

Reducing, reusing and recycling are key behaviours that help to reduce greenhouse gas emissions by reducing energy consumption and the amount of resources that go into making products and packaging.

Resources - Key Findings and Recommendations:

4.1 In general people are more likely to give something away second-hand than take – a difference of approximately 15%. The top three methods of second-hand reuse are online (34%), charity shops (30%) and family and friends (23%).

4.1.1 Charity shops play a valuable function in the reuse market and is the single most used method of trading second-hand for both giving and finding. However, nearly a third more people give items to charity shops rather than buying items there - this is a concern that these shops may not be able to sell as much as they take on.

4.1.2 It could be useful to encourage people into shopping in charity shops more through campaigns encouraging buying second-hand. Dacorum could support this by having an informative list and/or map on our website which shows people where charity shops are and what items they accept.

4.1.3 To embed buying second-hand as 'normal behaviour', primary and secondary schools could be encouraged to have more swapping days for items such as clothes, toys, books and electricals.

4.1.4 Initiatives to promote the normalisation of the second-hand market could be encouraged. Dacorum already has successfully launched Clothes Swap events in recent years which have proven to be very popular with residents. These should be continued and potentially be run more than twice a year.

4.1.5 Online reuse websites and community groups such as on Facebook are viable tools in encouraging reuse and local groups could be promoted more heavily on the Dacorum website.

4.1.6 As car boot and jumble sales are the lowest method of reuse and clearly becoming obsolete for both giving and taking these should not be promoted in campaigns.

4.1.7 This information breakdown will be useful when shaping behavioural campaigns around 'reduce, reuse, recycle' within the community

4.2 **Reuse centres at Household Recycling Centres are primarily used to give away second-hand items rather than find.**

    4.2.1   If we wanted these to become used more heavily they would need a great deal of promotion and could potentially be a project that we work with Herts County Council on.

4.3 **3 out of 4 people would be interested in using a community 'library of things', with additional comments being very supportive.**

    4.3.1   This is a substantial amount of interest and Dacorum could investigate setting one of these up, potentially in partnership with Hertfordshire County Council.

4.4 **1 in 4 people do not have the tools or equipment to repair items that are broken.**

    4.4.1   This further supports the proposal of initiating a community 'library of things' to help people to repair items they already own as this helps to remove this barrier and so simultaneously reduces the need for resources as well as helping to prolong the life of other items.

4.5 **40% of people do not repair something because they do not know how to.**

    4.5.1   Community Repair events could provide help to fix these items.

    4.5.2   Simple repair skill workshops or how-to videos could be promoted to help people repair standard broken things. This can be incorporated into a Sustainable Communications plan.

4.6 **23% of participants would replace the item instead if it is affordable to do so.**

    4.6.1   Behavioural change campaigning is needed to encourage people to think not just of the financial cost of an item, but the value of the resources that went into producing it. The right thing to do is therefore to extend a products lifespan as much as possible – either by repairing it, repurposing it or giving it away to someone who will. By rolling out community events, initiatives and presentations that push these messages this will help to encourage this behaviour change.

4.7 **2 out of 3 people would attend a Community Repair event – with 7% of participants telling us they would be happy to help out as a volunteer to fix items.**

    4.7.1   This demonstrates that there is sufficient interest in hosting events such as these and Dacorum could look at putting these on in future as part of its sustainability community work.

5. Food – analysis, comments and actions:

The food we choose to eat can make up a significant part of our individual carbon footprints.

Growing food locally reduces the carbon footprint of our food by reducing factors such as transportation, storage, and packaging. It also increases resilience for food security which is one of the key risks of climate change. A third of all the food produced in the world goes to waste. This is a huge environmental and social issue and is responsible for 11% of all global greenhouse gas emissions.

Food - Key Findings and Recommendations:

5.1 **Nearly half of participants would be happy to use a food sharing app.**
Just over half of people would also be willing to use a business-to-person food sharing app.

    5.1.1 This suggests that these apps could be promoted through campaigns and initiatives not just with people, but with local food businesses also.

5.2 **Just under half of participants would be interested in having a local 'community fridge' to help reduce food waste, with 9% saying that they would be happy to volunteer to help manage a scheme like this.**

    5.2.1 This demonstrates that there would be sufficient interest in setting these up in Dacorum and we should look into establishing these.

- There are over 100 community fridges in the UK which already run successfully.

    5.2.2 Many of the additional comments provided highlighted that the Community Fridge would need to be situated somewhere that is easily accessible, not somewhere you would have to pay for parking to be able to visit it quickly.

5.3 **The percentage of participants who grew food before lockdown was 45% and the percentage of those who expect to grow food after lockdown is 66% - an increase of 21% - meaning that two thirds of Dacorum residents will be growing food locally.**

    5.3.1 This means that approximately 1 in 5 more people are now growing food since lockdown, which proves that lockdown had a significant positive impact in the number of people who wanted to grow their own food locally.

5.4 **Interestingly, the number of people who grew food over lockdown rose to 60% and instead of the 'after' results dropping down, they rose to 66% - this shows that those who didn't grow food during lockdown will still be planning to after.**

5.4.1 This indicates that these people may have been influenced by the behaviours of friends and family and want to follow their example. This might demonstrate that normalising sustainable behaviours has a trickle-down effect and is worth bearing in mind when forming behaviour changing initiatives and campaigns.

5.5 **The data shows that the majority of people grow between 1-5 types of food. However, the split between the number of types of food grown shifted over lockdown. Before lockdown 76% of those who grew food would grow 1-5 types, 14% would grow 6-10 types and 10% would grow 10+ types. For after lockdown, this is expected to be 65% growing 1-5 types, 22% 6-10 types and 13% 10+ types.**

5.5.1 This suggests that not only did lockdown cause people to start growing food for the first time, but for those that already did, they shifted to growing more types of food than they normally would.

5.5.2 This information can be used to support the establishment of any initiatives regarding growing local food.

5.6 **There are nearly three times more people who would like to have an allotment (182), than those that do (64). 90% of those who would like to have an allotment, already have a garden. The remaining 10% either do not have a garden or live in a flat with a balcony.**

5.6.1 This shows that there is a strong appetite for people to have allotments and more work could be done by Dacorum to make more available, and also provide alternative methods for those who would like to be able to grow food – such as community gardens.

5.7 **There are a variety of different reasons why people would want to grow their own food locally. The top answers were 'healthy food', 'better for the environment' and as a 'hobby', but 'saving money' and 'improving mental health' also scored highly.**

5.7.1 When running campaigns to encourage people to grow food locally, these results should be kept in mind so as to appeal to as many people as possible.

5.8 **The main answer for why people would not be able to grow food locally is because they don't have a suitable space – 40% of answers. For those that say that they do not have a suitable space, 80% of these already have a garden. This matches the previous finding that even though people have gardens, they would still want allotments.**

5.8.1 If there was sufficient space available either as allotments or community gardens, we would have a greater number of residents able to grow their own food. This further supports the need to have more allotments and community gardens available for residents.

5.9 **26% of participants said that a barrier to them not growing food locally was because they don't have the knowledge or equipment and 15% said that they do not have the time. Only 20% said that they were not interested.**

> 5.9.1 A community garden would be perfect for someone who is curious about growing food but does not have the knowledge or equipment as they would be able to learn from others and use shared equipment.

> 5.9.2 Primary and secondary schools could be encouraged to have gardens on their school grounds where possible, so as to help learn about growing food, as well as other keys areas such as valuing food as a resource, the importance of eating seasonally and organically, reducing food waste and packaging, etc. Dacorum could look at ways in which it can support schools with this.

> 5.9.3 A community garden would be a useful solution for those who are interested in growing food, but do not have the time to commit themselves and so instead could volunteer on a casual basis.

5.10 **Half of participants would be willing to volunteer at a community garden. Of these, 22% would do so weekly, 35% would do monthly and 42% would volunteer several times a year.**

> 5.10.1 This demonstrates that community gardens would be well supported throughout Dacorum and more could be initiated widely.

> 5.10.2 Some community gardens already exist within Dacorum and these could be promoted more heavily. Dacorum's website can be used to help provide a map of all of the available community gardens.

> 5.10.3 92% of people who would volunteer at a community garden already have access to their own garden. This is the same percentage of participants who answered that they have their own garden which suggests that these answers are representative of the demographic of participants, rather than indicative.

> 5.10.4 Nearly two thirds of people would like to see a community garden in Hemel, but there is still some interest in Berkhamsted and Tring; once again this seems representative of the demographic. Participants suggested they would want community garden locations in a range of areas, with Adeyfield having the highest level of interest.

> 5.10.5 Dacorum could help to initiate community gardens by allocating land and supporting put together a volunteer network and a guide on best practise as well as promoting.

5.11 **88% of people would buy food from a community garden, but only 2% already do. 58% of participants would be interested in having a veg box scheme, but only 8% do.**

> 5.11.1 This shows that there is a huge market for schemes selling local food to be pushed within Dacorum. Community gardens or local enterprises such as Sunnyside could be encouraged to tap into this.

5.12   Despite approximately 50% of people saying that they would volunteer at a community garden, 88% say they would buy local food from them.

5.12.1   This highlights that these gardens would still be beneficial to the community even if people are not interested in volunteering.

5.13   Over half of participants would be interested in volunteering at a community orchard. Of those, 12% would do so weekly, 30% would do monthly and 57% would volunteer several times a year.

5.13.1   Although slightly more people are interested in volunteering at an orchard compared to a garden, people are more willing to volunteer in a garden more regularly – such as on a weekly or monthly basis.

5.14   Participants suggested they would want community orchard locations in a range of areas, with Adeyfield and Boxmoor having the highest level of interest.

5.14.1   Dacorum could help to initiate community orchards by allocating land, planting the trees and supporting a volunteer network and guide on best practise as well as promoting.

6. Energy and Water Use

Energy and Water Use - Key Findings and Recommendations:

6.1   On average, over half (56%) of participants saw an increase in their energy and water bills – with approximately 40% seeing a slight increase and 15% seeing a significant increase. The energy and water bills have stayed the same for around a third of households.

6.1.1   This indicates that since lockdown, there is a greater need for energy and water efficiency campaigns.

6.1.2   The answers provided indicates the areas that people want to know more about which will be useful for guiding future campaign work in these areas.

6.1.3   The survey has also provided us with a mailing list of residents to contact about future initiatives when these are up and running.