

# **Event Summary: Eco-towns Demonstrator Scheme – One Day Workshop**

**A report prepared by the Low Carbon Innovation  
Centre for Communities and Local Government  
and Broadland District Council**

November 2009

## **Event summary: Eco-towns demonstrator scheme - one day workshop**

On Tuesday 27<sup>th</sup> October 2009 the [Low Carbon Innovation Centre \(LCIC\)](#) hosted a one day workshop to bring together parties interested in discussing a proposed demonstrator site that is planned to act as a precursor to the proposed eco-development at Rackheath, Norfolk.

In attendance were 52 delegates representing Local Authorities, Registered Social Landlords (RSLs), Housing Associations, academics, central government, construction companies and environmental agencies.

[Broadland District Council \(BDC\)](#) commissioned the event, sponsored by [Communities & Local Government \(CLG\)](#), requesting logistical support from LCIC. The event took place among Europe's largest collection of energy efficient buildings on the University of East Anglia campus where LCIC also resides.

BDC's intention was to bring together a broad range of experts in order to foster discussion regarding aspects of the demonstrator site. Expected conversation topics included size and location of the site, extent of engagement with existing residents and scope of technologies to be adopted. BDC also anticipated some early stage commitment to the project from key partners.

The schedule for the event appears in Appendix A

### Workshop summaries

#### *Workshop 1 – The Demonstrator Scheme*

The objectives for Workshop 1 were to discuss the proposed demonstrator scheme for Rackheath and specifically where the ideal site for it should be and what it should be demonstrating.

Discussions held by both groups extended into a wide range of topics and covered the following; the potential size and look of the development, transport, energy, water efficiency, green spaces, energy and travel monitoring, liveability, governance, community facilities, waste, the potential impact on the existing community from the demonstrator, the need to link with other local developments from a planning perspective and the need for the scheme to have a focal point for the scheme.

The discussions are recorded in more detail in Appendix B.

#### *Workshop 2 - The importance of behaviour change, governance and engaging and integrating with the existing Rackheath community*

The objectives for Workshop 2 were to discuss the most appropriate forms of governance for the eco-community, the styles of engagement that should be pursued in order to effectively embed low carbon behaviours and possible approaches to setting carbon reduction targets.

The key to community engagement is to involve as many people as possible because usually the most vocal are those who oppose something. Such all-encompassing engagement takes a lot of effort and requires door-knocking and the

setting up of informal groups such as the Rotary Club as well as active involvement of the Local Authority and Parish Council. Reepham was used as an example, where more than 90% of residents responded to a green survey. The age of residents and the length of tenure were also felt to be a factor in engagement success - younger residents were more likely to be interested in environmental issues but residents tended to be proactive only after two to three years' residency. One suggestion to encourage participation was a kind of 'Nectar card' scheme where residents gained points for achieving certain carbon reduction measures such as roof insulation. The Rackheath eco-development has a 40% social housing requirement meaning that RSLs also have a responsibility to engage the community. But how do you encourage people to restrict their lifestyles? Some participants felt that engagement needed to be bottom-up with council backing. It was suggested also that Parish Councils should start to engage one another to share lessons learned.

The discussions are recorded in more detail in Appendix C.

### Presentations

The PowerPoint slides from the presentations made at the event can be found at the LCIC website [\[Insert url\]](#)

### Interactive questions and feedback

The audience were invited to provide live feedback using wireless handsets to a series of multiple choice questions, relevant to the earlier presentations and workshop discussions, at the end of the event. The most notable outcomes from this feedback session were that;



- The majority of respondents felt residents will need at least some understanding of the technologies to be installed in their properties
- Almost 80% of respondents felt the demonstrator scheme should include commercial as well as residential buildings
- 70% of respondents felt that residents' habitual behaviours would change in an environmentally beneficial way from living in a zero carbon development
- The audience were split quite evenly in their views on who should lead any Rackheath community engagement programme between Broadland District Council, Rackheath Parish Council and a new community group.
- All respondents felt the community engagement programme should start immediately

Full results from this session appear in Appendix D.

### Press attention

Following the event, Rob Garratt wrote two articles for the Eastern Daily Press (EDP) and Eastern Evening News. You can access the articles through the following [link](#).

Copies of the articles appear in Appendix E.

## Testimonials

Henry Cleary – CLG: “The demonstrator workshop at UEA was a very successful first step to develop the opportunity to become a national exemplar from the start”

Lee Burgess: – LSI Architects “A very informative successful event.”

Rex Warner – Reepham Green Team: “Congratulations on organising an excellent workshop on Tuesday. It ran really smoothly and was very informative and interactive.”

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## Appendix A – Event Schedule

Time	Speaker	Title
<b>9.00 – 9.15</b>	<b>REGISTRATION</b>	
9.15 – 9.25	Henry Cleary, CLG	Overview of PPS, Eco-towns, Demonstrator projects and funding
9.25 – 9.35	Phil Kirby, BDC	The current situation with the proposed demonstrator project at Rackheath
9.35 – 9.50	David Thompson, LSI Architects	Overview of Rackheath Masterplan and other innovative low carbon design projects
9.50 – 10.05	Martyn Newton and Joseph Saunders, UEA	Best practice in low carbon developments <ul style="list-style-type: none"> <li>- Procuring and managing the development of low energy buildings</li> <li>- Biomass Gasification CHP</li> </ul>
10.05 – 10.20	Simon Gerrard, Low Carbon Innovation Centre (UEA)	Maximising carbon reduction through behaviour change
<b>10.20 – 10.40</b>	<b>BREAK</b>	
10.40 – 11.10	Case studies: RSLs (Saffron Housing, Flagship housing and Circle Anglia)	Short case studies from RSLs who have delivered green developments
11.10 – 11.25	Case study: Rex Warner (Reepham Green Team), Creating a low carbon community	Reepham - a community that has implemented a variety of low carbon initiatives and successfully worked to reduce its carbon footprint
11.30 – 12.30	Workshop session A	See delegate list in your pack to show which workshop you should attend during each session. There are 2 workshops running concurrently: <ul style="list-style-type: none"> <li>• Workshop 1 - The proposed demonstrator site – potential energy options, housing types, sites etc</li> <li>• Workshop 2 - The importance of behaviour change, governance and engaging and integrating with the existing Rackheath community</li> </ul>
<b>12.30 – 13.30</b>	<b>NETWORKING LUNCH</b>	
13.30 – 14.20	Workshop session B	Delegates attend the workshop they DID NOT attend in Workshop session A
14.20 – 15.00	<ul style="list-style-type: none"> <li>• Verbal summary of each workshop to group</li> <li>• Live feedback from audience</li> <li>• Event wrap-up</li> </ul>	<p>A summary of the workshop outcomes will be provided to the audience</p> <p>A series of questions will be asked of the audience who will respond 'live' using electronic voting equipment. These responses will directly contribute to Broadland District Council's PoD submission to CLG.</p>
15.00 – 16.00	Optional CHP and low carbon buildings tour	

## Appendix B - Workshop 1 – The Demonstrator Scheme

**Please note, the text below is not a full transcript of proceedings from the workshop sessions and only represents a summary of the discussions held. Best efforts have been made to accurately represent the comments made by the workshop participants. The outcomes from the two work groups have been taken in turn.**

### *Work group 1*

The session began with a question about the constraints that may be fixed for instance

- cost limitations (budget and affordability)
- time constraints (when does it need to be built)

Also it was felt the demonstrator must have the objective of being a **community success** as this will make it distinct from any other demonstrator projects and not just focussed on the energy infrastructure.

It was asked **whether 200 homes is enough** to make the demonstrator viable – could they be used in conjunction with the 817 existing homes to create energy in a behaviour change project?

There is also a real opportunity to build **innovation and entrepreneurship** into the scheme, capitalising on it's location within the eastern region which has 'ideas region' status.

Coupled to this, could it be possible to build local fabrication units to encourage supply chains to be reduced and to use the building of the town as a facilitator for local industry and entrepreneurship?

The question of **who the demonstrator is for** was raised. A number of potential audiences were mentioned, including:

- Local community
- Construction trade
- Other developers
- Government
- Europe (as exemplar)

The **ownership of the land** was raised and it was confirmed that it was all within the control of the development team.

The **road network** was discussed, with the requirement for the new road network to be in place, at least in part, to support the demo project. 200 homes is a significant volume that will impact the existing road / rail links if built without improving the transport links.

It was also noted that if the demonstrator could be co-located with existing homes, the benefit of new road, cycle and public transport routes would be felt by both.

It was asked whether we were approaching the question in the right order – shouldn't we identify what we want to demonstrate and then decide where these objectives could best be met?

The three aspects that were felt critical were

- Transport infrastructure
- Energy generation
- Legislative framework

The **energy infrastructure** should be considered for the demonstrator. As the full power generator for the proposed Rackheath Eco-community won't be built, there should be a small, independent unit to power the demonstrator, with the objective that it becomes self-sufficient.

EEDA (Jeff Laidler) identified that they had commissioned a report which may help identify sustainable energy options within the region.

It was identified that in order to be able to **monitor results**, we would need to put boundaries around the settlement. These should include:

- Energy monitoring (what is used against what may be sold out)
- Travel monitoring

We should also be clear about what we class as low carbon, because energy may be called green, but still derived (efficiently) from fossil fuels. In addition, cars are not far from achieving levels of efficiency which make that a viable alternative to trains.

It was also felt that we should establish and track results against the existing **carbon footprint** of the old community and planned carbon footprint of the new.

This raised the question of **behaviour change** again, and whether we can truly demonstrate a community that has adopted low carbon lifestyle choices for instance reducing dependency on car use.

The question of ensuring **water efficiency** is built in was raised.

It was also felt that the question of **liveability** was central to the demonstrator project. The 200 families that may move in to the demonstrator could become the strongest advocates of the larger project if it works, and could be even more effective if they also mix with the existing residents.

**Green spaces** are being built into the master plan in generous proportions. These will impact on the quality of living in the demonstrator project.

It was mentioned that the existing **school playing fields** might be a good site for the demonstrator community although it would create possible problems in terms of proximity to the existing rail station. There is a 1km rule that suggests people living outside the radius will get in the car rather than walk to the station.

This introduced the impacts of the **building phase** of the demonstrator site and ensuring we minimise the impacts on the existing residents and ensure that the new homes do not suffer when the remaining areas of the site are developed. It is also important that the road links are able to support the influx of trades onto the site when work commences.

There was also discussion about the importance of the **Community Management Trust** which is central to the whole development but will be particularly critical to the demonstrator site. Without it, the community will not be able to achieve (and

therefore demonstrate) some of the things we need it to do. Should the site of the CMT be relocated to accommodate this?

This is particularly true as the demonstrator site will need to be able to accommodate a flow of **visitors** (potential residents, planners, architects, builders etc) who will need somewhere to find information. Car parking etc. will also be required

**Waste limitations** were also noted, in particular the location of Norfolk's principal waste management site to Kings Lynn. Can we reduce waste transport miles?

The mix of **affordable and private homes** was identified as:

- 40% affordable
- 60% private

It was noted that this may create a dilemma.

The session finished with the assertion that the **existing community** must be central to the consultation process. By getting the community consultation right we stand a much greater chance of getting the engagement process off the ground.

### *Workgroup 2*

Began with a discussion about the road networks and whether an eco-town should ever be the cause of **new roads**. This was linked to the plans for the Northern Distributor Road and whether it was critical to the success of the Rackheath travel plans.

It was identified that this was not critical but that some elements of the planning would need to be reworked.

It was also identified that **sustainable transport** was at the core of the eco-town plans and that achieving this objective was not mutually exclusive with improving road links. This should include facilities for visitors to the demonstrator site as well as the proposed community facilities.

It was identified that the Rackheath site as a whole will incorporate 40% **green space**, but does the demonstrator site have to do this in its own right? It was felt that this should be easy to achieve through links to the existing green spaces within the site.

The site at Rackheath is only one of a number of development sites in the **Greater Norwich area** and it was felt that some linkage should be demonstrated in the planning i.e. it should be seen as an 'island',

The advantage of this site is that it has an existing rail link with spare capacity so there is real opportunity for good connectivity.

There is also potential to link through the catchment areas of the secondary schools network and the Rackheath community may also be able to supply power to the other developments in the area.

The **community facilities** will be critical to creating a vibrant and motivated community group with common goals. A number of elements were cited:

- Shopping centre (later refined as a retail opportunity)
- Schools
- Open space
- Community centre
- Community management centre

This was developed into a proposal that all of these facilities could be within one **exemplar building**, for instance creating a supermarket deliveries drop-off point rather than a shop. This could become the hub for many different activities and offer connectivity to the new residents. Focus on function rather than form.

The need for a **carbon trading scheme** was discussed and, although some complexities noted, was considered essential. The opportunity to extend it into an energy allocation / purchasing scheme was also discussed.

There was then some detailed discussion on **how the houses should look** and whether they should connect to the local vernacular architecture rather than demonstrating overt innovation in their design as well as function.

It was decided the entire development should be considered 'human space' and designed for the people who live there rather than for any innovation in energy distribution or transport network.

In summary, it was felt that the architecture should show a level of respect for both the existing residents and architecture whilst creating a community with an appearance that reflects modern styles.

This should also include a forward thinking view in the **landscaping**, ensuring it is designed to adapt to the changing environment caused by climate change.

The community will also need a **focal point** and some debate was begun on how this could best be achieved.

The existing community is the most logical link, and by co-locating the two some mutual benefits will be felt.

There is also a strong argument to base the community around the rail station. The existing station would be the most logical unless the new one can be part of the demonstrator site plan, giving better benefits to the existing community.

The challenge remains for creating some good 'central space' to give behaviour change the best opportunity. This will be helped by the creation of **multi-user spaces**.

There was reference made to the need to create 'live-work' spaces and to reduce the need for food miles.

Appendix C – Workshop 2 - The importance of behaviour change, governance and engaging and integrating with the existing Rackheath community

**Please note, the text below is not a full transcript of proceedings from the workshop sessions and only represents a summary of the discussions held. Best efforts have been made to accurately represent the comments made by the workshop participants. The outcomes from the two work groups have been amalgamated and the discussions summarised under four headings; governance, branding, styles of engagement and carbon management, engaging and measuring.**

## GOVERNANCE

- Key is with existing community - most vocal are those who object.
- Get Parish Councils involved and embracing via the Clerk who steers it and drives it forward. Ensure local involvement from the off-set using existing structure and tweaking that.
- There was a 90%+ response rate to a green survey in Reepham. Working groups have spun-off from the Town Council and the Environment Group outgrew the Council to form the Reepham Green Team. It's informal, no government structure. They meet once a month in their own homes.
- There's a variety of expertise within the local community (PR for example) which the Reepham Green Team use. There are no frictions with the Town Council, they appreciate the lessened workload.
- Highlight the varying plus sides of measuring, e.g. with transport measures, subsidise it, attach cheaper energy or green infrastructure to reduced energy use or water measures. Compensate for having to measure – benefits to the individual or community. Monthly statements saying you've saved £x or issue nectar points, for example.
- First principle is creating a governance structure which is representative of the community. Reepham Green Team has wider representation – schools involved. The Primary and High School have eco-teams. (The High School is also the largest employer in the town.)
- On-going works are imminent to find out what the Rackheath community want, linkages with Reepham will be important in engaging with existing structures and longevity. Community led management scheme have a habit of putting work on few people, not practical over the life of a community.
- What are we trying to achieve? Carbon neutral town? Selling point for the wider area economy? Strong risks associated with that. The age/social profile of the area is not supportive of innovation and new technologies. There's a land values risk. How does this all reconcile with driving up living standards?
- Rackheath Parish Council is quite a young and forward thinking group – proactive.
- The below 30s are very difficult to engage with as are businesses.
- The first people to move into the community are key. Set up a Residents' Association – pioneers. Give them influence and ensure they are motivated by the agenda.
- Would this create an 'us and them' situation when new people arrive?
- Issues of an outside agency driving something rather than locals driving it themselves. Needs to be free forming and inclusive with developer involvement, that way no information will get lost. Developer taking a facilitating role for the community to participate.

- Get the Local Authority and Parish Council involved too from the start.
- Enthusiasm from those buying is self-serving: if they move to the Rackheath Eco-community they are interested in the green agenda and will want to make/keep their homes and the area nice. Funding for existing housing stock to be upgraded is a very good idea and will help bring the existing and new community together early on.
- 40% will be affordable housing – in which case the registered social landlord has a responsibility.
- You require 3 things: 1) developer with energy and interest, 2) community support, 3) green group support (a sub-group with commitment to green issues).
- Without existing groups/Champions where's the catalyst?
- A retrofitting scheme would help set up a community team which could go further. Kids in schools are involved in green issues – it's on the curriculum.
- In Reepham involvement from the Rotary Club doubled the amount of houses being insulated in the town.
- In a community in Cambridgeshire there is a Housing Association Community Officer monthly open forum meeting which has formed spin-off groups.
- The Parish Council is actively involved in community engagement in Rackheath. They are at a low ebb currently because of a couple of recent resignations. SNUB is getting a lot of publicity and the community view on the eco-town is increasingly negative.
- There are asset management issues between groups and the Parish and District Councils. The Parish Council has to be the sponsor; they have the democratic mandate.
- The Parish Council are the on-the-ground group. What will happen when lots more people live in Rackheath? The Council will need to grow.
- Start with the Parish Council structure. It will take time for incomers to want to join. This has been the evidence in the case of Dussindale and Thorpe St Andrew: 2-3 years before people on the new development want to become involved in the wider community. This involvement comes through school attendance (parents being involved with schools via their children), making friends etc
- Thorpe St Andrew and Dussindale is a different concept. People will be buying into the eco-concept by moving to Rackheath – more innovative than the existing Parish Council.
- Need to buy into reducing emissions and the community structure to create a difference.
- Don't know whether people will buy into Retrofitting projects.
- The community itself doesn't want a 'them and us' situation created. It is already quite split between 'new' and 'old' Rackheath.
- The demonstrator will be a concern to the local community. They don't realise how quickly this is moving.
- Involve communities early on. A Visitor's Centre will be created: community involvement from day 1. Broadland District Council already holds coffee mornings in the local church.
- Do everything as part of a strategic approach. Rackheath is only one part of the North East of Norwich earmarked for growth.

## BRANDING

- Reepham Green Team has a logo and t-shirts.
- An identity will be required but need to get the people engaged first. Get in touch with the schools, do some flyering, take the initiative. Run community competitions.
- Don't give a brand, let this evolve.
- How do you encourage people to restrict their lifestyles? Or the perception that this is what's required? You can't fight against people.

## STYLE OF ENGAGEMENT

- Needs to come from the community: bottom up approach with Council backing.
- Continue with an educational role. No-one wants to come forward from existing community in support of the eco-town currently.
- Competitions within the community, smart meters.
- Find people who are interested and others will want to get involved.
- Lessons learnt to be shared with other districts and those districts to share expertise re; community engagement.
- Other parishes with same issues. Parish Councils could group together to explore and support and respond more positively. District Council to facilitate it?
- Developers need to establish relationship too.
- Need to shift away from SNUB as the primary information vehicle. Communicate with people to allow them to take an informed personal view. A good communication strategy is fundamental.
- In looking to find 'green nuggets' and defeat negativity need to speak to people directly – door to door questionnaires.
- In bringing people together to communicate information the most vocal people take over.
- Offer social housing portion of the eco-town to people currently within Rackheath: positive word of mouth travels.
- Telephone and internet surveys reach a wider base. More people will talk to you than you can get through to at a meeting.
- People have been moving from 'new' Rackheath to 'old' Rackheath for reasons such as the bigger gardens.
- Extended community with measures like group allotments.
- Learn from other eco-communities. Mechanisms will be in place to learn/share good practice.

## CARBON MANAGEMENT, ENGAGING AND MEASURING

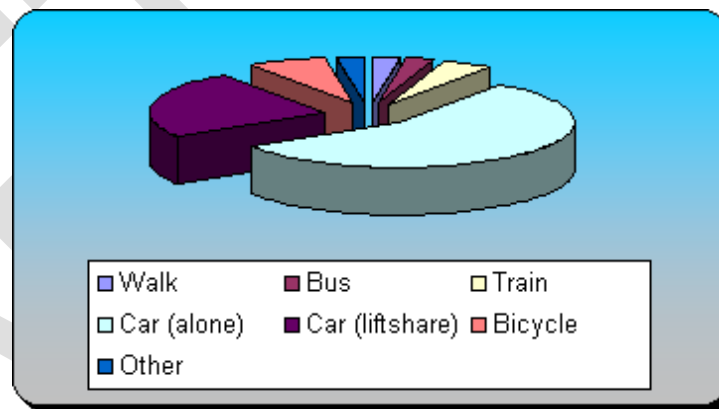
- There will be a maintenance charge/community trust charge for facilities requiring maintenance. A carrot and stick approach could be introduced whereby charges are adjusted down according to your emissions – incentivise.
- Educate the children.
- Carbon budgets to become common to everyone. Enter into competition, gather comparable data.
- There is a role for CLG.

## Appendix D

Below are the results from the live audience feedback session.

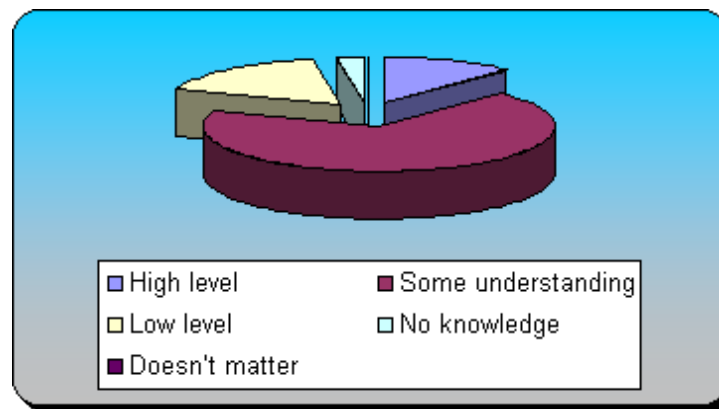
### 1. How did you travel to today's event?

	Responses	
Walk	1	2%
Bus	1	2%
Train	2	5%
Car (alone)	23	56%
Car (liftshare)	10	24%
Bicycle	3	7%
Other	1	2%
<b>Totals</b>	<b>41</b>	<b>100%</b>



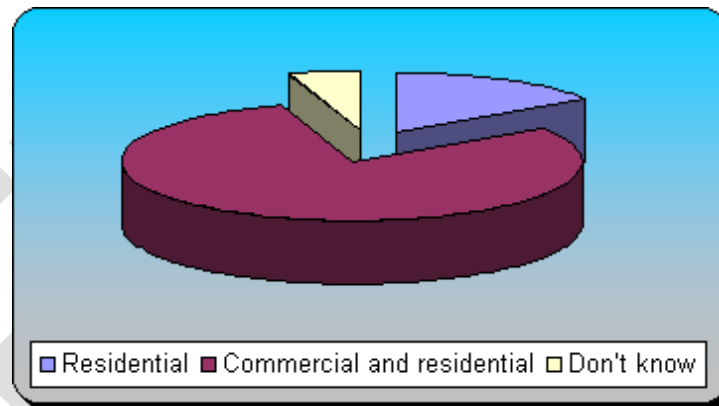
### 2. What level of understanding of technologies to be installed in the new properties do you think the residents require?

	Responses	
High level	5	12%
Some understanding	28	68%
Low level	7	17%
No knowledge	1	2%
Doesn't matter	0	0%
<b>Totals</b>	<b>41</b>	<b>100%</b>



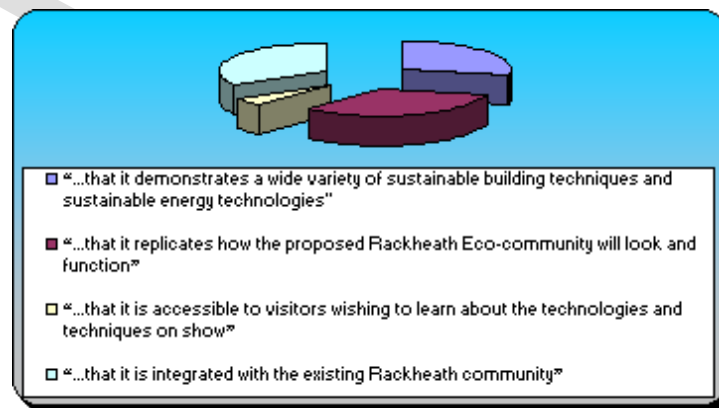
**3. Should the demonstrator site be solely a residential development or should it also contain commercial buildings?**

	Responses	
Residential	6	15%
Commercial and residential	31	79%
Don't know	2	5%
<b>Totals</b>	<b>39</b>	<b>100%</b>



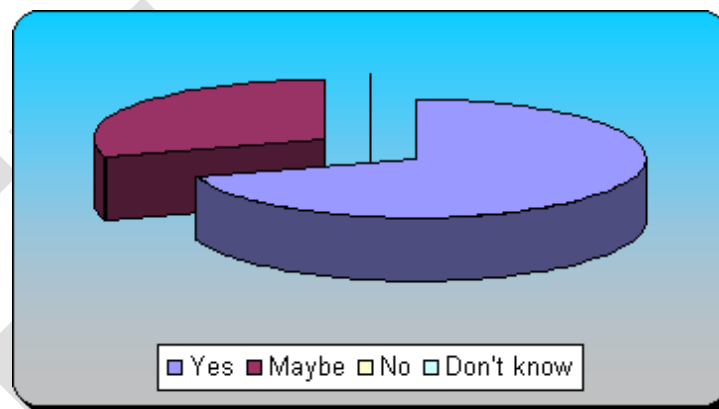
**4. "With regards to the proposed demonstrator, is it most important...":**

	Responses	
"...that it demonstrates a wide variety of sustainable building techniques and sustainable energy technologies"	11	28%
"...that it replicates how the proposed Rackheath Eco-community will look and function"	13	33%
"...that it is accessible to visitors wishing to learn about the technologies and techniques on show"	2	5%
"...that it is integrated with the existing Rackheath community"	13	33%
<b>Totals</b>	<b>39</b>	<b>100%</b>



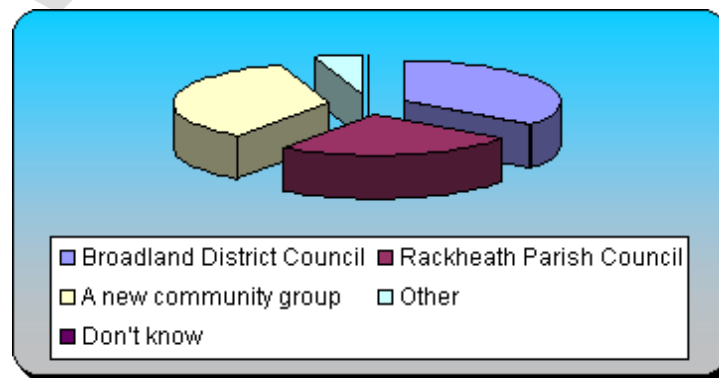
**5. Do you think residents' habitual behaviours will change in an environmentally beneficial way from living in a zero carbon development?**

	Responses	
Yes	28	70%
Maybe	12	30%
No	0	0%
Don't know	0	0%
<b>Totals</b>	<b>40</b>	<b>100%</b>



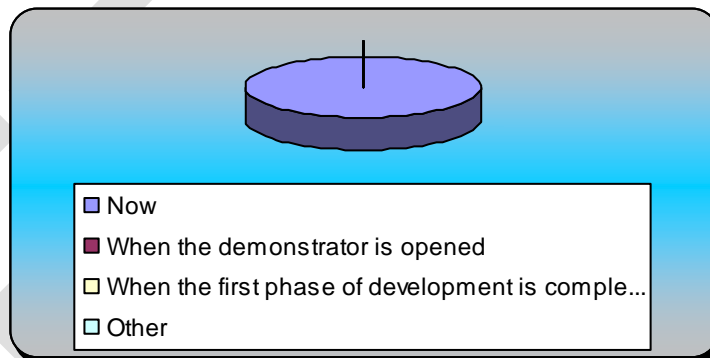
**6. Who is best placed to lead any Rackheath community engagement programme?**

	Responses	
Broadland District Council	14	35%
Rackheath Parish Council	10	25%
A new community group	14	35%
Other	2	5%
Don't know	0	0%
<b>Totals</b>	<b>40</b>	<b>100%</b>



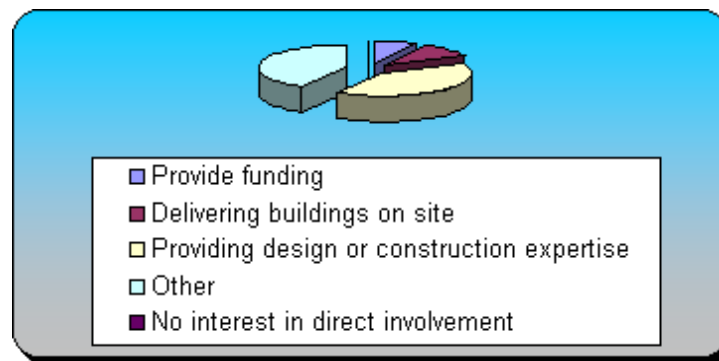
**7. When should this community engagement programme begin?**

	Responses	
Now	17	100%
When the demonstrator is opened	0	0%
When the first phase of development is comple...	0	0%
Other	0	0%
<b>Totals</b>	<b>17</b>	<b>100%</b>



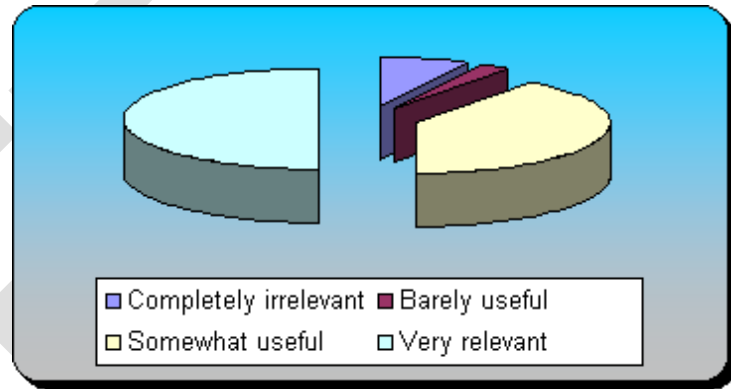
**8. Would you like to have an active involvement in the development of a demonstrator site at Rackheath, if so how?**

	Responses	
Provide funding	3	8%
Delivering buildings on site	4	10%
Providing design or construction expertise	16	41%
Other	16	41%
No interest in direct involvement	0	0%
<b>Totals</b>	<b>39</b>	<b>100%</b>



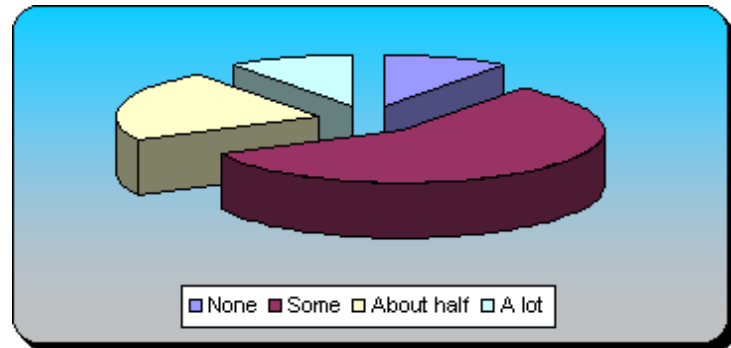
**9. How relevant did you find today's information to your organisation? (multiple choice)**

	Responses	
Completely irrelevant	3	8%
Barely useful	1	3%
Somewhat useful	16	40%
Very relevant	20	50%
<b>Totals</b>	<b>40</b>	<b>100%</b>



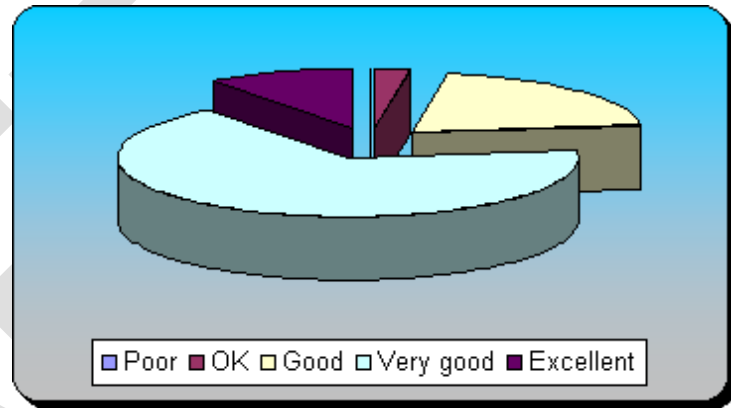
**10. How much of the information today was new to you? (multiple choice)**

	Responses	
None	4	10%
Some	23	58%
About half	9	23%
A lot	4	10%
<b>Totals</b>	<b>40</b>	<b>100%</b>



**11. How would you rate today's event? (multiple choice)**

	<b>Responses</b>	
Poor	0	0%
OK	1	3%
Good	8	21%
Very good	26	67%
Excellent	4	10%
<b>Totals</b>	<b>39</b>	<b>100%</b>



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# Loyalty cards may help green scheme

Families living in a proposed eco-town on the outskirts of Norwich could be rewarded for saving energy through a pioneering "loyalty card" scheme.

The proposal for the Rackheath eco-town was put forward by the University of East Anglia's Dr Simon Gerrard, who said credit card style statements could monitor how green the people who live in the new settlement are.

The idea was outlined yesterday at a specialist conference that saw council bosses, housing experts, academics and environmentalists meeting to discuss their visions for the Rackheath Eco Community.

Planning bosses at Broadland District Council said they hoped to start building the controversial project in the next 12 months, with 200 new homes up by 2012.

Rackheath is one of four sites in the country bidding for a £60m money pot from the department of Communities and Local Government to create a new self-sustaining, carbon friendly community – although officials have vowed to forge ahead with the project even if the funding bid is unsuccessful.

Dr Simon Gerrard, the UEA's outreach director and manager of the Carbon Reduction (CRed) programme, said it will take more than technological changes to reduce the community's carbon footprint by the five times necessary to meet national targets.

He said people living in the community would need to make major behavioural changes, and outlined space-age proposals that would see individuals and households held accountable for



**Controversial:** Land at Rackheath has been ear-marked for an eco-town.  
PHOTO: MIKE PAGE

their footprint with a "loyalty card and reward points" style system.

Dr Gerrard said: "People need to understand how their actions are impacting on their household and community. We need credit card-style statements on some kind of carbon basis so people know the carbon associated with their lifestyle.

"We need to feed back to individuals and households when their targets are met and what packages of incentives will mean to them.

"The bottom line is some kind of personal carbon allowance scheme."

His vision was outlined at the Eco-towns Demonstrator Scheme workshop, hosted by the UEA's Low Carbon Innovation Centre yesterday.

The meeting saw agencies outline their own ideas for the eco-town, which could see between 5,000 and 15,000 home

built on the site to the north west of Rackheath.

The controversial plans were drawn up in response to central government targets for more homes, but have been met with strong opposition from families living nearby.

Phil Kirby, chief planner and strategic director at Broadland District Council, said: "It would be very easy for Broadland to minimise growth and stay as we are – but we want to embrace change and tackle problems.

"This is a new idea for Broadland, it's not something we've done before – we're setting ourselves up to take the lead."

→ **What do you think of the idea?**

**Write to Evening News letters, Prospect House, Rouen Road, Norwich, NR1 1RE or email [eveningnewsletters@archant.co.uk](mailto:eveningnewsletters@archant.co.uk)**

**Rob Garratt**  
[rob.garratt@archant.co.uk](mailto:rob.garratt@archant.co.uk)

# Eco-town may get a carbon loyalty card

Families living in a proposed eco-town on the outskirts of Norwich could be rewarded for saving energy through a pioneering loyalty card scheme.

The proposal for the Rackheath eco-town was put forward by the University of East Anglia's Dr Simon Gerrard, who said credit card-style statements could monitor how green are the people who live in the new settlement.

The idea was outlined yesterday at a specialist conference which saw council bosses, housing experts, academics and environmentalists meeting to discuss their visions for the Rackheath Eco Community.

And at the meeting, planning bosses at Broadland District Council said they hoped to start building the con-

By **ROB GARRATT**

troversial project in the next 12 months, with 200 new homes hoped to be up by 2012.

Rackheath is one of four sites bidding for a £60m money pot to create a new self-sustaining, carbon friendly community – although officials have vowed to forge ahead with the project even if the bid is unsuccessful.

Dr Simon Gerrard, the UEA's outreach director and manager of the Carbon Reduction (CRed) programme outlined space-age proposals that would see individuals and households held accountable for their carbon footprint with a "loyalty card and reward points" style system.

Dr Gerrard said: "People need to

understand how their actions are impacting on their household and community. We need credit card-style statements on some kind of carbon basis so people know the carbon associated with their lifestyle.

"We need to feed back to individuals and households when their targets are met and what packages of incentives will mean to them.

"The bottom line is some kind of personal carbon allowance scheme."

His vision was outlined at the Eco-towns Demonstrator Scheme one day workshop, hosted by the UEA's Low Carbon Innovation Centre yesterday by Broadland District Council.

The meeting saw agencies outline their own ideas for the "eco-town", which could see between 5,000 and 15,000 homes built on the site.

## Appendix F – Delegates

<b>Organisation</b>	<b>First name</b>	<b>Surname</b>
Barratt Strategic	David	Banfield
BRE	Kevin	Scobell
Broadland District Council	Graham	Brown
Broadland District Council	Ben	Burgess
Broadland District Council	Phil	Courtier
Broadland District Council	Matthew	Cross
Broadland District Council	Angi	Doy
Broadland District Council	Hazel	Ellard
Broadland District Council	John	Fisher
Broadland District Council	Christopher	Green
Broadland District Council	Paul	Harris
Broadland District Council	Katy	Hughes
Broadland District Council	Phil	Kirby
Broadland District Council	Hamish	Melville
Broadland District Council	Liz	Mowl
Broadland District Council	Richard	Squires
Broadland District Council	John	Walchester
Broadland District Council	Simon	Woodbridge
Broadland District Council	Andy	Jarvis
Building Partnerships Ltd.	Paul	Knowles
Chaplin Farrant Architects	Neil	Macnab
Circle Anglia	Mark	Jones
Communities & Local Government	Henry	Cleary
Communities & Local Government	Frank	Gordon
Davis Langdon	Brian	Irving
EEDA	Jeff	Laidler
Environment Agency	Keith	Moore
Environment Agency	Stuart	Rickards
Flagship Housing Group	Nicole	Cosgrove
Go East	Mary	Marston
Go East	Michael	Hargreaves
Greater Norwich Development Partnership	James	Bowell
Hastoe Housing Association	Melanie	Stephan
Homes & Communities Agency	Robert	Ham
Lovell Partnerships	Simon	Medler
Low Carbon Innovation Centre	Chris	Blincoe
Low Carbon Innovation Centre	Matt	Dolan
Low Carbon Innovation Centre	Simon	Gerrard
LSI Architects	David	Thompson
LSI Architects	Lee	Burgess
Norfolk Homes	Terry	Harper
Norfolk Wildlife Trust	John	Hiskett

Norwich Friends of the Earth  
Orbit Housing Association  
Oxbury and Company  
Reepham Green Team  
Renewables East  
Reynolds Jury Architects  
Saffron Housing Trust  
Sustrans  
UEA  
UEA  
UEA

Jennifer  
Jeremy  
James  
Rex  
Nigel  
Michael  
David  
Nigel  
Martyn  
Joseph  
Keith

Parkhouse  
Page  
Oxbury  
Warner  
Dent  
Reynolds  
Daniels  
Brigham  
Newton  
Saunders  
Tovey

DRAFT