

WAVERLEY BOROUGH COUNCIL

EXECUTIVE

22 JUNE 2021

Title: Take the Jump

Portfolio Holder: Cllr S Williams, Portfolio Holder for Environment and Sustainability

Head of Service: Richard Homewood, Head of Environment and Regulatory Services

Key decision: No

Access: Public

1. Background

- 1.1 The Take the JUMP campaign is based on the findings of the recent independent research “The Future of Urban Consumption in a 1.5°C World” carried out by the University of Leeds School of Earth and Environment, C40 Cities Climate Leadership Group and Arup. The research determined how global emissions must reduce to ensure global warming is kept to international agreed safe levels of 1.5°C.
- 1.2 It explores the impact that urban consumption has on global greenhouse gas emissions and assesses what individuals, businesses and governments can do to reduce consumption-based emissions within cities and beyond. This research led to the creation of “The Jump” by founders Tom Bailey, Ben Hewitt and Tom Edmonds. The Jump currently has 15 volunteers working on Social Media, JUMP Community Outreach and Systems
- 1.3 Officers were requested to carry out due diligence on the company but as a very new organisation awaiting charitable status, there is no background information available on the company’s governance and structure.

2. Taking the JUMP

- 2.1 The Jump supports the evidence that whilst the Government maintains responsibility for making strategic and potentially radical changes to reduce the impact of climate change, individuals and communities could make a difference by making 6 shifts in behaviour while still living a fulfilled life. .
- 2.2 These 6 shifts are outlined below:
 1. End clutter: Keep products for at least 7 years
 2. Eat healthy: Moving over to a plant-based diet. no waste, healthy amount
 3. Holiday local: One flight every three years

4. Dress fresh: Three new items of clothing a year
5. Travel Well: If you can, no personal vehicles. If we must travel by car switch to an electric car
6. Change the system: Make at least one life shift to change the system – this could be changing your energy provider to a green supplier or reducing your household emissions.

2.3 Trying one small change over a period of time is enough to begin with. It is important to note that “The Jump” is not about “naming and shaming” people nor is it about requiring people to take all six steps at once. It is about overcoming the fear of changing life habits. Eating less meat does not require everyone to become a vegetarian or a vegan.

2.4 Take the Jump is currently being introduced by 3 place-based-demonstrators in the UK, each with a slightly different flavour and led by different stakeholder groups. Local authorities are involved in all of them, but in varying degrees and in different ways.

- In the Waverley area, Godalming Climate Forum are leading the way.
- In Bristol local business networks and community groups are leading their campaign
- In Leeds, local Black Lives Matter groups and the University of Leeds are leading the campaign.

2.5 The principles behind Taking the Jump could become a mechanism for behavioural change for Waverley residents to underpin our carbon neutrality action plan. There are other similar campaigns, two other examples are:

- Count Us In - Leaders Quest Foundation <https://www.count-us-in.org/about/>
- One Planet Living – Bioregional (charity)

2.6 There are three potential strands to WBC’s involvement in “Take the Jump”:

- **leading by example** – through internal awareness raising and encouraging staff to participate.
- **influencing** other organisations – by promoting our activities
- **supporting** community initiatives – by sharing best practice, facilitating, events and promotions as appropriate and feasible within existing budgetary constraints

2.7 As a starting point, Waverley Borough Council (WBC) could:

- raise awareness of the campaign within the council to staff and Councillors and
- cascade Take the Jump out to organisations and communities to raise awareness and hopefully influence others to join the campaign.
- support organisations and community initiatives by sharing the experience and successes of the programme roll-out within the council.

- 2.8 Godalming Town Council has indicated it hopes to start The Jump alongside WBC. If WBC supports the campaign then other town and parish councils could be invited to “Take the Jump” too.

3. Recommendations

- 3.1 That the Executive **supports** the ‘Take the Jump’ campaign
- 3.2 That Waverley residents be **encouraged** to ‘take the jump’
- 3.3 That organisations within the public, private and voluntary sectors operating in Waverley be **encouraged** to roll out the “Take the Jump” seminar to employees/ members
- 3.4 That events be organised in Waverley to **encourage** people to promote the National ‘take the jump’ launch in June.
- 3.5 That a ‘Take the Jump” **awareness-raising** campaign be organised to inform Waverley staff members and councillors, who will be invited to try making at least one shift in the way that they eat, travel and shop.

4. Reason for the recommendations

Whilst Waverley Borough Council and other tiers of government maintain responsibility for making many of the changes in the Carbon Neutrality Action Plan, to achieve significant reductions in the carbon footprint of the borough individuals and communities can help to make a difference by making some of the six shifts in behaviour.

5. Relationship to the Corporate Strategy and Service Plan

Encouraging staff and members of the wider community to take action to reduce their own carbon emissions is directly related to the Carbon Neutrality Action Plan which is a key priority in the Corporate Strategy.

6. Implications of decision

6.1 Resource (Finance, procurement, staffing, IT)

- 6.1.1 This initiative was not identified in the Service Plan for 2021 – 23 and it will require staff resources from the Communications, Sustainability and possibly other council teams to deliver the proposed activities.
- 6.1.2 In the absence of additional resources this will need to be delivered within existing budgets of the Sustainability and Communications teams and prioritised alongside existing planned work which will have to be re-programmed to accommodate this.

6.1.3 Promotional activities referred to in this report have not, as yet, been quantified and there may be additional costs for promotional materials and activities for which funding will need to be identified.

6.2 Risk management

6.2.1A successful behavioural change campaign which reduces personal carbon emissions could increase confidence amongst the public to change their behaviour. Not leading by example could impact on our ability to help deliver overall reductions in carbon emissions.

6.2.2It will be important that this campaign is seen to align with other Council activities such as the campaigns to support the recovery of the local economy from the COVID-19 pandemic. In that respect it needs to acknowledge that it has the potential to affect consumer demand for existing goods and services on the High Street and the need for support to encourage and enable businesses to adapt to that changing consumer demand.

6.3 Legal

6.3.1 There are no legal implications in this report

6.4 Equality, diversity, and inclusion

6.4.1 Equality, diversity, and inclusion are key elements of the “Take the Jump” campaign.

6.5 Climate emergency declaration

6.5.1 Promoting behaviour change within the wider community will contribute to a reduction in carbon emissions and is directly related to the Carbon Neutrality Action Plan.

6.5.2 Raising staff and Councillor awareness and encouraging them to take action to reduce their own carbon emissions will set an example to the community.

7. Consultation and engagement

7.1If the recommendations are agreed, WBC will be sharing information about the Take the Jump campaign. Town and Parish Council will be invited to take part too. WBC will also be promoting “Take the Jump” to residents across Waverley.

8. Other options considered

8.1 None at this stage

11. Governance journey

Executive

22 June

Background Papers

There are / are no background papers, as defined by Section 100D(5) of the Local Government Act 1972).

Attachments:

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Agreed and signed off by:

Legal Services:

Head of Finance:

Strategic Director:

Portfolio Holder: date 03/06/21

