

# A Sustainable Future for Hampshire

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Provincia di Modena



# Presentation Overview

- Introduction to Hampshire
- HCC's approach to sustainability
  - 1 - performance management
  - 2 - engaging people
- But are we making any difference?



← Hampshire

Population – 1.25m  
Area – 3,680km<sup>2</sup>  
History – 1,000+ years







## Introduction to Hampshire County Council

- Upper tier of local government
- Wide range of services including education, social care, waste, transport, libraries, environment
- 38,000 employees
- €2.0 billion annual budget
- One of the UK's top performing local authorities

## HCC's approach to sustainability

- Part 1 – A new approach to performance management
- Part 2 – A new approach to engaging people

### Overarching vision

“Within a decade Hampshire will prosper  
without risking our environment”

## Part 1 - Performance Management

- HCC uses the 50 Aalborg Commitments
- 500+ local authorities signed up across Europe, 130 from Italy, but only 9 in the UK
- HCC's Aalborg Baseline Review was the start to changing the way the organisation views sustainability

## HCC Baseline Review - Development

- No template to follow
- Own methodology developed:
  - 0 to 4 scoring system created
  - 400 pieces of evidence collected
  - self-assessment, but audited externally

## HCC Baseline Review – Scoring Criteria

- **Comprehensive** evidence that Commitment is being achieved
- **Strong** evidence of progress towards achieving the Commitment
- **Some** evidence of progress towards achieving the Commitment
- **Limited** evidence of progress towards achieving the Commitment
- 0 **No evidence** at all of any progress towards achieving the Commitment

## HCC Baseline Review – Results (out of 4)

- |                            |  |
|----------------------------|--|
| 1. Governance (2.2)        | 6. Better mobility, less traffic (1.6) |
| 2. Local management (1.6)  | 7. Local action for health (2.0)       |
| 3. Natural resources (2.0) | 8. Local economy (2.4)                 |
| 4. Consumption (2.2)       | 9. Social Equity & Justice (2.4)       |
| 5. Planning & Design (2.4) | 10. Local to Global (1.4)              |

**Headline overall score – 2.02 out of 4 (as at September 2006)**

**Target – 3 out of 4 (by 2016)**

## What difference has it made?

- Methodology so simple accepted by all
- Led to greater interest with Councillors and senior officers
- Environmental, economic, social & governance issues together
- HCC's headline Aalborg score now a key performance indicator in our Corporate Business Plan = key to success
- In just 2 years, Aalborg has helped move sustainability from the 'fringes' towards the 'centre' of HCC business

## Part 2 – Engaging People

- Aalborg Commitments boring for many people!
- Needed to complement performance work with more innovative ways to engage and excite
- Worked with [www.futerra.org](http://www.futerra.org) to develop ideas
- **9 Lives**, **Film** and **Hampshire ABC** are 3 ideas



- One staff from each department and one Councillor
- Weekly blogs with progress on challenges set
- [www3.hants.gov.uk/ninelives](http://www3.hants.gov.uk/ninelives)

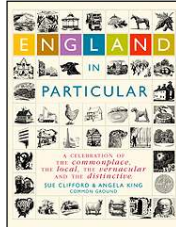


## Film: **Hampshire, you, me, and sustainability**

- 12 minute film aiming to inspire, featuring:
  - Leader and Chief Executive
  - 9 Lives volunteers
  - Case studies – energy, local food, highways, social care, land management
  - Children from a Hampshire school



- Inspired by [www.commonground.org](http://www.commonground.org)
- Poster celebrating what makes Hampshire unique, & what's at risk



## What difference has it made?

- Huge surge in people talking about sustainability
- Includes people previously not interested
- And evidence of changing behaviour
- 56% of viewers have changed their behaviour as a result of following 9 Lives

## Conclusions

- 3 years ago, sustainability on the 'fringes'
- But work with Aalborg and engaging people has moved sustainability 'centre stage'
- Already seeing positive changes - will multiply in the years ahead
- Next step is better working on sustainability with our partners throughout Hampshire
- Confident Hampshire has a sustainable future

## Contact

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