

## CCIN Innovation Funding 2024 - Policy Prototype : Entry # 518

### CCIN Member Organisation leading the project

Westminster City Council

### Name of CCIN Lead Councillor or Officer

Cllr Ryan Jude/ Inge Lyngborg

### Job Title

Cabinet Member for Climate, Ecology and Culture Westminster City Council/ Environment Programme Manager Westminster City Council Housing Estate Portfolio

### Contact Telephone

07811 726 611

### Contact Email

[ilyngborg@westminster.gov.uk](mailto:ilyngborg@westminster.gov.uk)

### Project Title

Empowering residents within housing estates to adopt sustainable behaviours

### How much funding are you applying for?

£ 2,000.00

### Summary of project idea (150 words max)

Phase 1- Commission a focus group to explore attitudes, experiences, and behaviours among residents on Westminster housing estates, relating to the adoption of green practices in everyday life. The objective is to identify barriers and facilitators for behaviour change among residents and use these findings to develop and test the positioning and promotion of the '8 steps to green delight' concept which encourages residents to commit to adopt at least one new practice (take a step) towards living in a more environmentally friendly way.

Phase 2- Embrace the insight gained from the research to develop and implement a pilot engagement campaign aimed at targeting 4 housing estates across the borough including a set of community engagement event at the housing estates.

### What is your idea?

To identify barriers and facilitators to the adoption of green practices on council housing estates and to test the concept of '8 steps to green delight'.

### What are the outcomes you hope to achieve?

- Understand the barriers and facilitators for the adoption of green practices among residents living on housing estates
- Gain insight on engagement approaches tested
- Assess the impact of the campaign pilot to inform a pilot engagement programme that will be applied to 4 estates across the borough
- Apply the learning from the project to a scale up approach across other council housing estates and other local authorities across the country

### How does your project support the CCIN Statement of Values and Principles?

Residents are key to the success of a council's net zero targets, however, achieving this requires behavioural change that is often seen at odds with one's lifestyle. We believe this research will enable us to ensure our engagement approach is relevant and resonates with the bespoke needs of our resident communities, ensuring maximum buy in. It will enable residents to see

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the value in our sustainability programme, empowering them to understand what changes they are able to make. We want to highlight the range of benefits that can be derived from opting for greener behaviours, that not only help tackle the climate and ecological emergency, but also bring a wealth of social and economic benefits too. We will gain insight into the most effective language and 'framing' of taking climate action, seeing whether aspects such as community growing schemes, improved community cohesion, a reduction in energy bills are particularly impactful in encouraging behaviour change.

### How will you share your learning across the Co-operative Councils' Innovation Network?

This proposed research aligns with the principles and values of the Cooperative Councils Innovation Network. The initiative reflects a commitment to community engagement, sustainability, and citizen-centric governance. The research aims to explore residents' perspectives and appetite towards the adoption of green practices in their day-to-day life, thereby supporting the active involvement of residents, resulting in the development of initiatives that have been coproduced with residents at its centre. The project embraces the principle of equity and inclusivity, and it is intended that a representative sample of residents will be consulted, which will help to shape an engagement approach that pertains and is sensitive to residents needs, which will ensure actions delivered drive maximum benefit.

**I agree that the final report will clearly show the Co-operative Difference that this project will deliver.**

 Agree

### Notes



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