

# Frome Town Council

Paul Wynne - Town Clerk

Anna Francis -  
Resilience Manager

Going for Zero -  
how to cut carbon  
emissions and waste  
and create a Clean  
and  
Healthy Town

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TOWN COUNCIL

Made differently

Frome is ...

- 27,000 people with housing allocation for 3,000 more
- 17 Cllrs, 19 FTE / 21 staff, including a FT intern
- Precept £1.2m / Band D - £144

and 10 miles south of Bath





Potted history...

2011 elections - 10/17 IfF  
Cllrs.

They were ambitious,  
frustrated, rejected  
austerity and embraced public  
investment

Strategy for Success - 2011  
Corporate Strategy

*"We recognise the limited  
role of the Town Council  
but we believe genuinely  
that small is beautiful and  
that the time is right for  
towns like Frome to have a*



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**A Strategy For Success  
2011 - 2015**



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Frome  
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*"Traditional economic growth can no longer be assumed, nor is it environmentally sustainable. ..."*

*"...using the new Localism Act (ie the Power of General Competence)"*

*"We believe that this Town Council can sow the seeds of long term change ... (that) will enable Frome to be more resilient..."*

*"Wherever possible ... we will embed green*



Localism Act 2011



*The Power of General Competence available to local Council's in England to do "anything that individuals generally may do".*

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Strategy written as if  
looking back from 2013....

*“Sustainability has  
increasingly underpinned  
the work of the Town  
Council both in its own  
activities”*

*“The town’s largest music  
and arts space installed  
photovoltaic cells on the  
roof which now generate a  
substantial income”*

Fine words and some deeds  
... .



... by the autumn of 2013  
the aspirations and plans  
had not progressed

The staff team was flat out

No enthusiasm from Cllrs to  
divert resources

We needed more staff to do  
two things:

1. Become our green  
conscience -  
sustainability embedded  
in all that we do
2. To build and deliver a  
series of high profile  
projects that really  
make a difference to  
Frome's carbon footprint

FTC's Ethical decision  
making matrix

Will the decision have a  
negative environmental  
impact?

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What we did....

- Cllrs agreed to recruit a half time post -
- Trawled other local councils to copy a JD
- Cut and pasted from the charity sector - Greenpeace, National Trust, etc
- Advertised nationally in The Guardian
- Received a lot of very high quality applications
- Anna Francis - had the passion, the knowledge, the track record of successes, but...

The unique....





# Going for Zero

Anna Francis,  
Resilience Manager, Frome Town Council

# Why zero carbon?

- . We need to reduce from a three planet life style
- . One Planet Living is part of our Neighbourhood Plan
- . We spend £13m on energy in Frome
- . Going 'zero carbon' could create 840 jobs and generate £42m for the local economy

- 1 Zero carbon
- 2 Zero waste
- 3 Sustainable transport
- 4 Sustainable materials
- 5 Local and sustainable food
- 6 Sustainable water
- 7 Land and wildlife
- 8 Culture and heritage
- 9 Equity and local economy
- 10 Health and happiness

# Energy: reduce demands - costs





# Frome Renewable Energy Co-op

- . Raised £280,000 in four days May 2015
- . 200kw solar Frome Medical Practice, 50kw solar Frome Football Club





# Waste: reduce arisings and

diversi





# Transport: reduce



 **Where can you find petrol for 69p?**  
Just car-share to work. Why pay more?

Liftshare Week 7–11 October 2013  
Halve your petrol costs. Join today.

**Liftshare.com**



[liftshare.com](http://liftshare.com)



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What can you  
do?

What can you do to reduce emissions?

What can you do to reduce waste?

# Further Information

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