Frome Town Council

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

Paul Wynne - Town Clerk Anna Francis -Resilience Manager



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







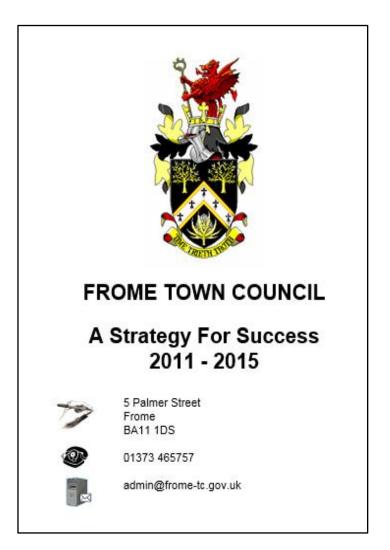
Potted history....

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





"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



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



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:
- Become our green conscience sustainability embedded in all that we do
- 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?





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

Zero carbon Zero waste Sustainable transport 3 Sustainable materials Local and sustainable food Sustainable water Land and wildlife Culture and heritage Equity and local economy 9 Health and happiness



Energy: reduce demands, costs









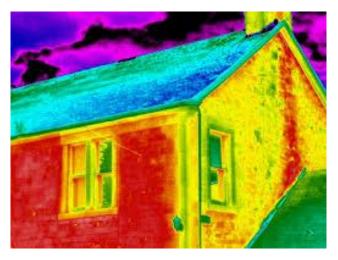










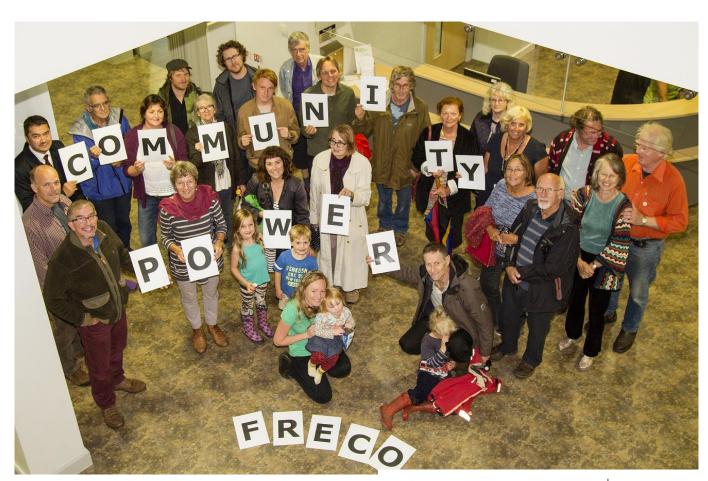




Made differently

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













Transport: reduce





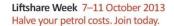






















What can you do?

What can you do to reduce emissions?

What can you do to reduce waste?



Further Information

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