

Shaping a Sustainable Future for Market Towns

Leslie Watson

Director – Sustainability South West



Sustainability South West

Who we are

- The Independent Sustainable Development Champion Body for the South West region. Our President is Jonathon Porritt – ex Chair of the UK Sustainable Development Commission

What we do

- Manage a cross sectoral forum of influential members
- Coordinate the Region's Sustainable Development Framework
- Provide independent sustainability assessments to inform policy and delivery plans
- Deliver special partnership projects

Sustainability is the survival of people and the planet into the future recognising our utter dependence on natural resources for our own survival

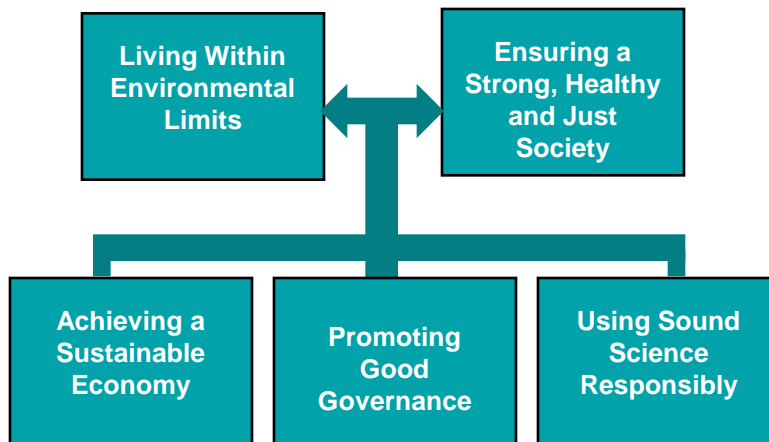
A sustainable market town = healthy, productive; socially just and existing within environmental limits.



National Context

The five national sustainable development principles & priorities

Securing the Future: The UK Government's Sustainable Development Strategy (March 2005)



- Sustainable consumption & production
- Climate Change and Energy
- Natural Resources Protection & Environmental Enhancement
- Sustainable Communities

Environmental limits

The UK's eco-footprint shows that if the nation's consumption patterns were replicated worldwide we would need two extra planets to sustain us!

A shift is needed towards 'one planet', lower consumption lifestyles which are more resource efficient.



Renewed government focus on Sustainable Development. The Stern Report 2006

Climate Change is the greatest market failure ever seen.

What we do in the next 10-20 years will have the most profound effect

The earlier we take action – the less costly it will be.

Key rural sustainability challenges

- **Managing a growing & ageing population in a sustainable way**
- **Providing more affordable, sustainably constructed housing**
- **Reducing the need to travel/distances travelled (+ CO2 emissions) to access goods and services by residents and visitors**
- **Sustainably managing natural and cultural resources whilst adapting to climate change**



Sustainability principles to shape market towns that are resilient, healthy, productive, socially just & within environmental limits



DEVELOP SUSTAINABILITY LEARNING AND SKILLS

Explain the 'what', 'why' & 'how' of sustainability & develop 'systemic thinking' skills and leadership.



IMPROVE PHYSICAL AND MENTAL WELL-BEING
Support healthy lifestyles & workplaces &
caring communities



IMPROVE EQUALITY IN MEETING BASIC NEEDS
Give priority to those most in need of: decent, affordable housing; essential services; adequate income, work, learning and leisure.

WOKING COUNCIL

Impressive results! Savings over 11 years:

Energy consumption	43.8%
CO2 emissions	71.5%
Water consumption	43.8%
<i>Total energy & water savings</i>	<i>£4,889,501</i>



CUT RESOURCE USE

Maximise energy, water & resource efficiency, increase local, renewable energy production; minimise waste & pollution



SUPPORT THRIVING LOW CARBON ECONOMIES

Boost competitiveness & business/ employment opportunities by supporting low carbon skills & enterprise in ways which meet local workforce needs

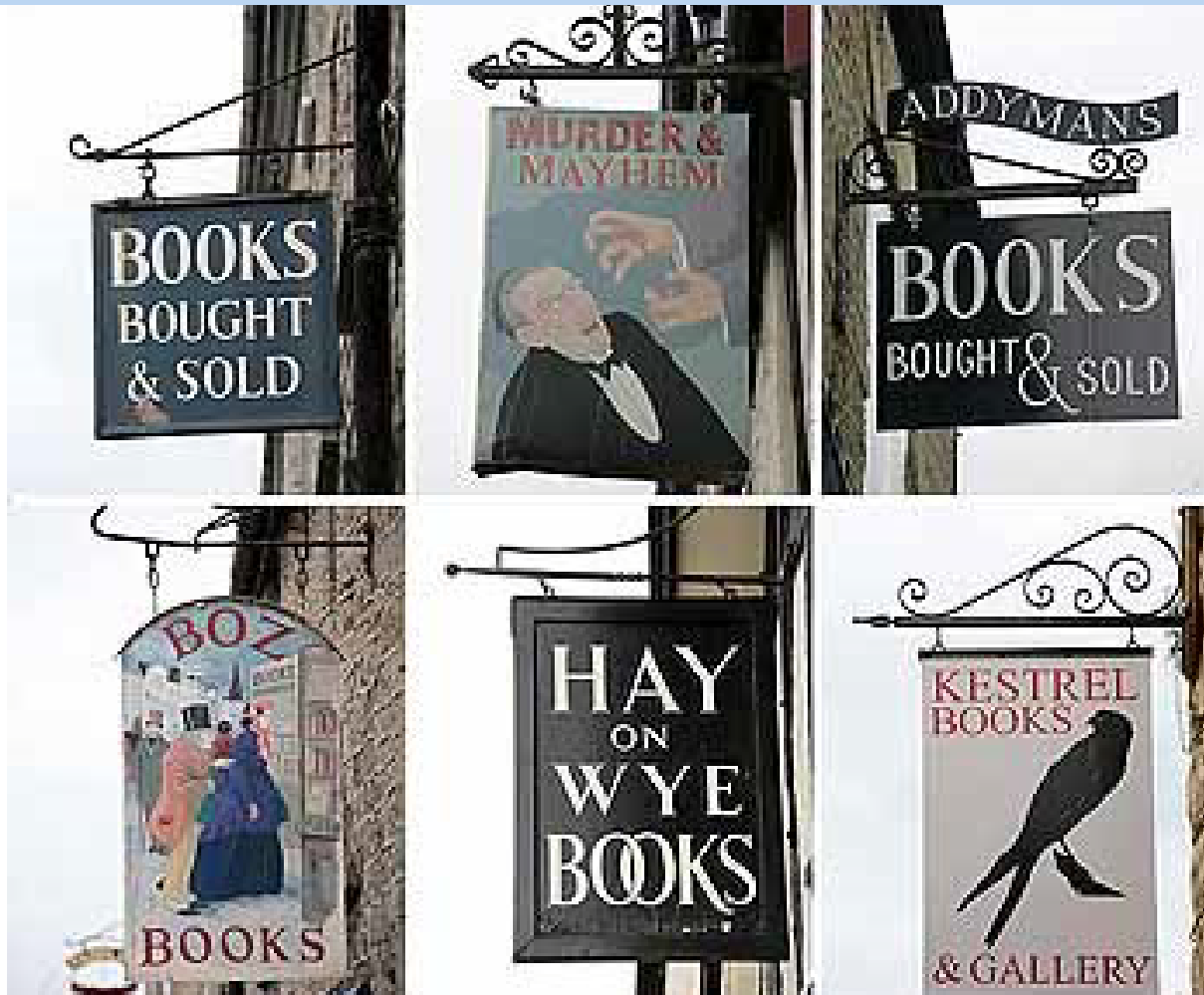


REDUCE HIGH CARBON TRAVEL

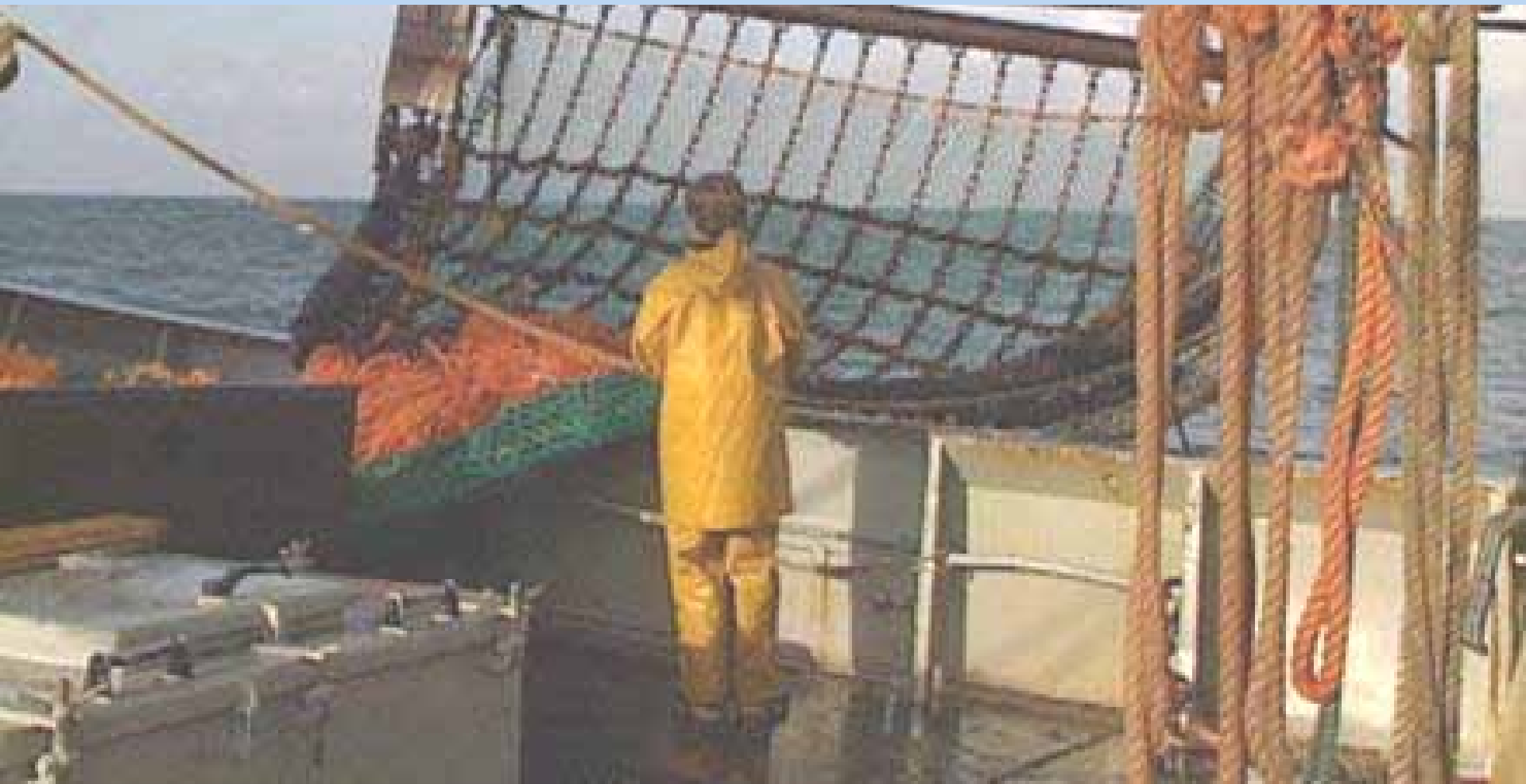
Invest in low carbon connectivity eg walking ,cycling, home-working,ICT/video-conferencing, online learning, local multi-service centres, public transport & alternative fuels



USE LOCAL AND ETHICAL GOODS & SERVICES
Invest in infrastructure to facilitate local/ ethical sourced goods/services – to increase resilience of local economies & those of vulnerable communities worldwide



ENHANCE LOCAL DIVERSITY / BIODIVERSITY
Protect and enhance our natural life support systems
& culture celebrating diversity and distinctiveness



HELP EVERYONE TO JOIN IN DECISION-MAKING

Support wider, more informed participation in public/community decisions to foster support for the solutions to local and global challenges



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TAKE A LONG TERM APPROACH

Take into account the needs of future generations (eg in mitigating/adapting to climate change) & pursue holistic, lasting outcomes for society, economy and environment.

Key Sustainability Ingredients

- A low carbon, resource efficient approach to delivering services
- A low carbon, resource efficient economy which meets local job needs
- Sustainably constructed (or regenerated) affordable housing
- Locally-generated micro renewables and Combined Heat and Power
- Local sourcing of goods and services
- A preventative approach to health & well-being and social care
- Accessible green space for well-being, biodiversity & food production

***“There is no
high carbon
future”***

**Ask not what the
country can do for the
future of market towns
but what market towns
can do for the future of
the country**