



SUSTAINABLE DEVELOPMENT GUIDANCE

What it is and what you can do

Sustainable development is a fundamental principle of the North Wessex Downs LEADER Local Development Strategy. The strategy aims to bring positive benefits to the environment and minimize the potentially negative impacts of delivering a programme which is about delivering growth in the rural economy.

This short introductory note seeks to provide you with a concise explanation of what is considered to be a part of **sustainable development** in the context of the North Wessex Downs LEADER initiative. All projects that receive financial support are expected to embrace the concept and where possible to include as many aspects as is reasonable and sensible. This covers the following areas of interest:

- Energy production and use (electricity, heating / cooling, transport)
- Water use
- Waste management
- Use of materials
- Conservation of buildings
- Transport (other than energy usage considerations)
- Management and marketing
- Social and communication aspects
- Purchasing
- Biodiversity and green spaces

Not all projects will be able to do everything although each project should be able to offer something related.

As such, applicants should pay particular attention to the “sustainability checklist” below which provides definitions and opportunities to ‘add value’. We expect you to make reference to the areas relevant to your project when completing your Outline Application (section A33) and Full Application (section 8.5) for LEADER funding.

In many cases, taking a sustainable development approach will produce a project that will provide better value for money for both the applicant / project holder and for the NWD LEADER fund over the lifetime of the initiative. Given that we are dealing with public money this is an essential prerequisite. A sustainable approach will also yield a project / building / enterprise that will hopefully enhance and contribute to the wellbeing of the area for generations to come: a genuine legacy from these actions and activities.

Finally, the NWD LEADER team will be available to provide help and advice in fulfilling these requirements. In the first instance please contact:

Dawn Hamblin, NWD LEADER Programme Manager on 01488 680458 or via email: dawn.hamblin@wiltshire.gov.uk

Sustainability Checklist

ENERGY AND HEAT

Most of the energy we use comes from burning fossil fuels whether on site in heating systems, or indirectly by using electricity generated at distant power stations. Either way burning fossil fuels creates carbon dioxide and other gases, which are the main contributors to global warming. Most of us could use less energy through a combination of behavioural changes, the use of efficient equipment, and changing to using renewable sources of energy and heat. The objective should be to minimise the use of energy and heat as much as possible, and to source what energy and heat is needed from renewable or low carbon sources.

Using the following points as a guide only, please consider and describe your overall plan for minimising energy consumption within your project, and where possible quantify the savings you believe will result.

1. Additional insulation to raise the standard over and above current Building Regulation requirements
2. Overall plan for minimised energy consumption
3. Eco-friendly vehicles, use of eco fuels etc
4. Energy efficient appliances
5. Low energy lighting and control systems. Use of renewable or low carbon sources of energy or heat on site. For example, photovoltaics, geothermal heat pump, solar hot water heating, biomass boiler; wind turbines etc.
6. Purchasing electricity on a green tariff from a company, local if possible, generating renewable energy. Generating more local renewable energy than is actually required is a bonus so reducing the use of fossil fuels elsewhere and enhancing 'local security of supply'.

WATER

Water is the vital component for life and important for health, refreshment, cleansing and sanitation. It should not be wasted or polluted. Drinking water in particular should not be squandered as it uses considerable chemical and energy inputs to make it fit for human consumption – yet we literally flush it away down the toilet every day.

Using the following points as a guide only, please consider and describe your overall plan for minimising water consumption and potential pollution risks (arising from cleaning and waste water disposal) within your project, and where possible quantify the savings you believe will result.

1. Water efficient devices for showers, taps and toilets etc.
2. High efficiency 'A' ratings for washing machines, dishwashers etc.
3. Incorporation of facilities for rainwater collection and re-use to reduce dependence on treated mains water.
4. Facilities for grey water recycling – e.g. filtering and re-using waste water for toilet flushing.
5. Natural based cleaners and methods – eg chlorine and phosphate-free cleaners

6. Dealing with full sewerage treatment on site (black water) by using, for e.g. reed bed treatment.

WASTE

Waste is a massive issue for all of us. We generate huge volumes of waste, much of which goes to landfill. Much of this waste could be avoided in the first place by purchasing products with less packaging and using less packaging in production and marketing. Waste may also contain valuable materials, many of which are easily recoverable.

Using the following points as a guide only, please consider and describe your overall plan for minimising waste. The aim of the waste hierarchy is to extract the maximum benefits from products and to generate the minimum amount of waste. You should give preference to the activities which reflect the importance of the waste hierarchy in the following order: eliminating or reducing waste; reuse, recycling; and responsible disposal.

1. Reducing waste in marketing
2. Using returnable and reusable packaging
3. Rechargeable batteries and eco-gadgets
4. Electronic equipment reuse, recycle and disposal
5. Recycling of printer and toner cartridges
6. Facilities to sort and store waste at source
7. Provision of recycling facilities that can be used by the wider community.

MATERIALS

Many of the materials we use in construction and during our everyday activities may have been manufactured in processes which have needed considerable energy inputs and hazardous processes in their production. Much can be done in our choice of materials to reduce this environmental burden of manufacture.

Using the following points as a guide only, please consider and describe your overall plan for demonstrating the sustainable use of materials.

1. Are recycled building materials being specified for a significant part of this project?
2. Does the project involve the reuse of building structures or materials directly from the site?
3. Are most materials specified in the construction either recyclable, biodegradable and non-polluting (e.g. not using cfc's in their manufacture)?
4. Is all timber in the construction from a sustainable source and ethical source, e.g. (certified by Forestry Stewardship Council)?
5. Where possible and appropriate are materials being obtained from a local source (e.g. 30 miles, thereby reducing the impact of excessive transport)?
6. Is local/regional labour being used?

CONSERVATION OF BUILDINGS

The conservation of existing buildings can provide many advantages, not least in the saving in materials and their associated energy costs. In addition, there may also be local landscape advantages to keeping certain buildings in rural areas, especially where there are benefits to the wider community. As with new building projects, an integrated building design can often result in initial and long term energy savings.

Using the following points as a guide only, please consider and describe how conservation of an existing building will be undertaken. NB. Details concerning materials, waste water etc will be addressed elsewhere on the form, there is no need to duplicate that information again in this section.

1. Does the project bring back into use an existing building that is derelict or has been vacant for over a year?
2. Will the work improve the energy efficiency of the existing building?
3. Will the project preserve a building of value to the local community?

TRANSPORT

Travel plays major part in all our lives, in both our work and leisure activities. Most forms of transport are responsible for creating a significant source of greenhouse gases and other pollutants and measures need to be taken to reduce its impact. Travel information to customers can influence them to make their journeys with lesser impact. Sustainable travel options introduce customers to new experiences and positive lifestyle choices. In addition, staff can be encouraged to adopt greener travel habits by offering incentives and providing changing facilities etc.

Using the following points as a guide only, please consider and describe how your project can influence the travel options for customers/staff.

1. Does the development maximise accessibility to public transport?
2. Are public transport options made readily available to visitors?
3. Does the development minimise car ownership through reduced car parking provision?
4. Is a car pool operational?
5. Facilities for cyclists and walkers.
6. Carbon management scheme

MANAGEMENT AND MARKETING

Management and marketing are key elements of many businesses. To be more sustainable it is vital to put in place robust management systems to enable the required actions to be implemented. Cost savings resulting from improved efficiency will be identified and revenues increased by attracting green-conscious customers.

Using the following points as a guide only, please consider and describe how the management and marketing of your project will demonstrate sustainability.

1. Good management systems
2. Staff training and awareness
3. Sharing best practice
4. Using specialist advice
5. Monitoring resource use.

SOCIAL AND COMMUNICATION

The social involvement and communication aspects of a project covers a wide range of issues related to how a business interacts and communicates with its customers, the local community and the wider society.

Using the following points as a guide only, please consider and describe how you will address these wider issues.

1. Having a visitor charter to encourage customers to be green.
2. Providing a natural and healthy work/leisure space
3. Working with the local community on social and environmental projects.

PURCHASING

Purchasing is a powerful tool in influencing change, and is often led by the customer. Just as your customers demand sustainable business practices from you, equally you can require a similar commitment from your suppliers: the ultimate plan is to green the whole supply chain. The key to sustainable purchasing is to assess each option individually and go for the least damaging.

Using the following points as a guide only, please consider and describe how your purchasing decisions will help your business become more sustainable.

1. Supplier screening
2. Use of products made from recycled materials
3. Local food and drink
4. Local crafts and traditional techniques
5. Sustainably sourced timber
6. Eco-building and decorating products
7. Green energy tariff.

BIODIVERSITY AND GREEN SPACES

It is important to consider the biodiversity issues associated with your project, and the positive/negative impacts it may have.

Using the following points as a guide only, please consider and describe how you have assessed the biodiversity issues.

1. Assessment of the existing site, buildings and surroundings for trees and wildlife habitats.
2. Provisions for the preservation and enhancement of any identified trees or other habitats within or around the site.
3. Creation of new habitats for wildlife within the buildings or strengthening habitats around the margins of the site.
4. Creation or improvement of green space for healthy activities – walking etc.