Swansea Council Climate Change Survey Report

Go Faster! Go Further!

A NET ZERO SWANSEA

2050
Net Zero
City and County of Swansea
(All emissions)

2030
Net Zero
Swansea
Council
*(In scope
organisational
emissions)*

Business   Citizens   Council   Community

Partners   Government   Youth   Voluntary

**SWANSEA CHARTER
CLIMATE ACTION**
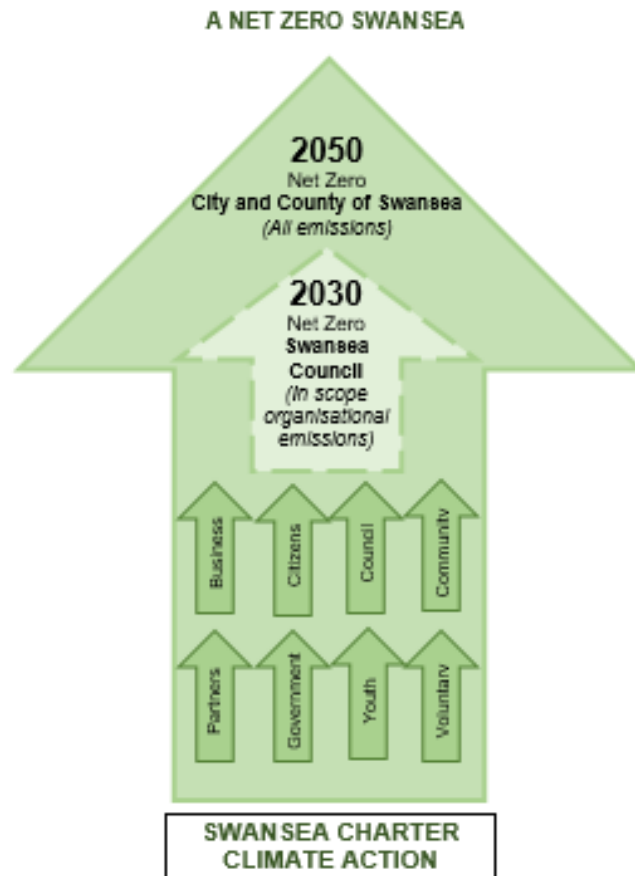
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1   Introduction

Swansea Council aims for a 'Net Zero Swansea' by 2050. This means that carbon emissions from the whole City and County are reduced as much as possible and what is left balanced by activities that remove an equivalent amount of carbon.

To provide leadership and drive action on areas within the Council's direct control, Swansea Council has set a 'Net Zero Swansea Council' objective to become a net zero organisation by 2030.

Swansea Council declared a Climate Emergency in June 2019 and has been taking action, setting objectives and developing plans set out in a 'Policy Review and Proposed Action' paper taken to Council in December 2020. Despite the constraints of the pandemic, action on climate change has continued although involvement and collaborative activities are significantly impacted.

Swansea Council understands it can't tackle climate change alone, our partners, citizens, young people, businesses and community and voluntary groups all need to play their part. We need to work together so the intention of this survey is to start an ongoing conversation driving collective and individual action on climate change.

2   Survey Objectives

Our Climate Change Survey aimed to gain an understanding of how people in Swansea feel about three key areas.

1   Attitudes to climate change

We wanted to understand how people in Swansea feel about climate change and the local appetite to make change happen.

2   Proposed actions towards a Net Zero Swansea Council

We wanted to test if proposed key actions intended to ensure our organisation is Net Zero by 2030 are the right ones and gain feedback on other actions. (Key actions are specific, measurable actions with significant impacts but take place in the context of wider action taking place in every Council service. Find out more at www.swansea.gov.uk/netzero2030.

3   Key themes and priorities for action towards a Net Zero Swansea

We wanted to know what people in Swansea prioritise as the best ways to take action on climate change, and the ways organisations, businesses, community and voluntary groups and individuals can make a difference. We needed to understand the themes people connect with and care about in Swansea. This will help us start a conversation about climate action. It is the first step towards a strategic city wide approach to achieving a Net Zero Swansea.

3.   Survey Methodology

3.1   Our involvement approach

Swansea Council recognises long term involvement with citizens and integrated collaborative activity with partners is essential to achieve our Net Zero objectives. This means we aim to reach out to all citizens and to the private, public and third sectors working across social, economic, environmental and cultural concerns in Swansea.

Climate justice is a key driver as disadvantaged and vulnerable groups are disproportionately impacted by climate change. Our approach also values and aims to facilitate further the important role played by children and young people in tackling climate change.

3.2   Lockdown impact

The impact of the pandemic has constrained wider involvement activity making this online survey the short term focus, rather than just an element of our 2021 engagement approach to date. As soon as it is safe and appropriate to do so involvement activity will be expanded to include offline and broader engagement mechanisms. In particular targeting audiences it was not possible or sensitive to focus on while in lockdown (schools and businesses for example have been under huge pressures).

Importantly Swansea Council recognises that climate change is too important an issue to delay starting engagement. While not all voices can be heard via an online survey, a widely distributed survey is an effective platform to build upon. We will be focusing on children and young people, business and digitally excluded people as a priority moving forward.

3.3   Survey design

The survey was co-designed by the Council's Climate Change Programme Board which consists of representatives from across Council services. This ensured we were able to build on the learning from previous engagement and climate related work across services.

3.4   Survey distribution strategy

The Council has thousands of employees who work with citizens and groups in every sector. We also work closely with partners in the private public and third sectors each of whom have networks. The support of Swansea Public Services Board was essential to ensure this reach was as far ranging as possible.

Our primary approach was to systemically map and approach 'gatekeepers' of wider networks so they could raise awareness of the survey in their spheres of influence. This 'piggyback' approach built on the existing relationships and trust built up over years by our colleagues to effectively introduce the topic of climate change and survey to their contacts and networks in a meaningful way to them.

We equipped our colleagues with the online information and tools to support their networks and contacts and enable them to support collective engagement by providing partners with tools including a Presentation (including discussion activities) so they would have the confidence to raise our survey as an agenda item at group meetings. This invited either a collective response or ideally directed organisations to our survey.

A Discussion and Response tool was developed to meet an identified gap in demand for a way for collective voices to express more qualitative opinions.

3.5 Stakeholders

Stakeholder mapping took place drawing on local knowledge from Climate Change Programme Board and Swansea Public Services Board. Swansea Council considers climate change to have social, economic and cultural as well as environmental impacts so employed a broad approach ensuring key groups and organisations with all these interests were identified. Climate change impacts everybody so we aimed to reach the diversity of Swansea's population by sending the survey to representative networks also reflecting this diversity. This ensured that people with protected characteristics were reached and the survey was promoted as widely as possible in both rural and urban areas of Swansea.

- **Internal target audiences** - Swansea Council Members, Leadership and management, officers and frontline staff, social media account holders, newsletter writers, distribution and circulation list holders, group facilitators, partnership workers, welsh language champions, services representation

disadvantaged or minority groups, information and communications officers, officers working in communities, etc.

- **External audiences** - Elected representatives for the areas at all levels from Community Councils to Members of Parliament, third sector networks, press officers of partners, headteachers, governing bodies, Further education, Higher education, community and voluntary groups, unions, housing associations, disadvantaged and minority groups, environmental groups, cultural groups, social, faith and caring groups, business and economic regeneration networks, etc.

3.6   Mechanisms

- **Email –** The survey was shared widely with partners with the request it was shared within their networks.
- **Social media** - (Facebook and Twitter) was used to promote engagement activity and resources. A facebook survey which asked two basic attitude based questions reached out to the wider less climate focused community and was also intended to reach young people, and more seldom heard from individuals.
- **Have Your Say** - Council's consultation webpage, this page hosted an online questionnaire in a range of languages and formats. The survey (as with all documents) was available in both of our national languages and the public was invited to request any additional format or community language needed to meet their needs. A screen reader friendly version was also published online.
- **PR –** The surveys launch was promoted with a press released which was reported on by the Evening Post.
- **Elected members** - All councillors were sent a link to the questionnaire, tool kit materials and offered any support needed to encourage their ward residents to respond.
- **Swansea Council internal marketing –** PR via Staffnet, the Weekly newsletter, Phil's Blog, all officer email alerts, welsh language champions, corporate climate change board champions.
- **A Discussion and Response Toolkit** – This was designed to enable advocates to promote discussion and participation with people, groups and communities they represent, serve and work with.
- **Easy to read presentation** – While the survey was detailed and covered technical issues in order to meet demand from for example environmental groups to address concepts such as green infrastructure and the circular economy. The presentation for use with groups was written in Easy to Read style with 'Hard Words' or concepts defined in a glossary which is useful for everybody to access. It is hoped that individuals unable to engage with the survey's complexity would have the opportunity to engage via a group as support materials were designed to be accessible to facilitators and help them explain complex concepts or hard words.

4   Key Findings

4.1   Overview

The survey took place between 15 February and 29 March 2021. After cleaning the data, 967 responses and 396 Twitter poll responses have informed this report. A high number of qualitative comments in relation to every topic illustrates the depth of public interest in this agenda with the vast majority of comments demanding positive action and a small minority expressing negative opinion, concerns or alternatives.

4.2   Key message

The survey's key message can be summarised as – **Go Faster! Go Further!**

This reflects overwhelming demand evident in the quantitative and qualitative data collected for more positive action on climate change now. While concerns and alternatives are important, they formed a notably small proportion of the response.

4.3   Summary of responses

a)   Attitudes

- Climate change is of concern for an overwhelming majority of survey respondents (93%). A Twitter poll asking the same question also found a majority of respondents were concerned about climate change (66%). However concern was markedly less on Twitter with a much higher proportion of responses 'very unconcerned' (2% compared to 24%).
- Almost three quarters of respondents had made conscious changes to reduce their carbon footprint since the pandemic.
- A majority of both survey and Twitter respondents stated they agreed they were ready to make changes towards a Net Zero Swansea. This indicates an appetite and widespread support for action on climate change.
- The majority of respondents stated help in the form of information, advice and funding would help them make changes for a Net Zero Swansea.

b)   Proposed Swansea Council key actions

- Survey responses indicate overwhelming agreement proposed key actions will contribute to the objective of net zero Swansea Council by 2030. Positive support for each of the proposed actions ranged between from 80% and 98% (where respondents stated they strongly agree or tend to agree).
- However many responses suggested that this action may not be enough or have sufficient short term impact. Most comments suggested ways to expand and build on the key actions detailed.

- Additional or alternative actions focused on agile/working from home, regeneration, energy, green infrastructure Local Development Plan, procurement, waste, transport, finance, education, measurement,
- Comments focused not just on 'what' but how to take action with broader themes captured in the Cross Cutting themes section.

c)   Themes for a Net Zero Swansea

Swansea Council identified nine potential themes to tackle climate change in Swansea and potential areas for action. Respondent support was overwhelming with between 89% and 96% agreeing (strongly agree & tend to agree) the themes were right to help us work towards a Net Zero Swansea.

Additional themes suggested by respondents included pollution, reducing consumption, food security, indirect impacts, plastics, recycling issues and unnecessary packaging. Cross cutting themes were captured below.

d)   Cross cutting issues
These issues were consistently raised in comments throughout the survey and suggest approaches that should be considered both in relation to a Net Zero Swansea Council and Net Zero City and County of Swansea.

These included the need to consider in relation to most themes

Funding – The need for subsidy, incentives, discounts, rewards, grants and loans but alternatively fines or charges.

Equality - Equality issues protecting the vulnerable and disadvantaged were also often referenced

Governance – The need for direct accountability on climate change to leadership, importance of clear vision, measurable objectives and action.

National drivers – The need to lobby for legislation, taxation or national policy changes.

'Just do it!' - 2050 in particular was seen as an insufficiently urgent target to meet the pressing nature of the emergency.

Balance - There was a huge variety of passionate, intelligent but often conflicting suggestions. Comments often called for balance in decision making.

Involvement – Comments suggested citizen's assemblies, citizen science and a youth council. Consultation and engagement at the earliest opportunity with the community.

Sound evidence - Comments often reference the need for an evidence based, logical approach based on science and research.

Collaboration –Collaborate across sectors, work with and build on the work of local community and voluntary groups and expert organisations with skills and experience.

Leadership – A significant number of responses thanked the council for prioritising climate change to date and expressed a hope for continued future 'bold' leadership.

Enforcement - there was a frustrations at the perceived lack of consequences for people and businesses who fail to meet environment based expectations.

5.   Attitudes to Climate Change

This is the first time Swansea Council has specifically asked residents about their attitudes to climate change. The survey response rate was particularly high with 967 survey responses (considerably above the average response to Council surveys) indicating a high level of interest in the subject. Responses were analysed geographically but no pattern in terms of distribution of response relating to attitudes was detected.

5.1   Concern about climate change

In order to understand how people in Swansea feel about climate change we asked about their level of concern. The positive response was remarkably high with over 93% of respondents being fairly concerned or very concerned. This reflects positive trends in national polling which indicate climate change is increasingly becoming a priority for the general public. Despite the universally life changing impact of Covid 19, the rising equalities debate and Brexit, respondents clearly see climate change as real and pressing concern.
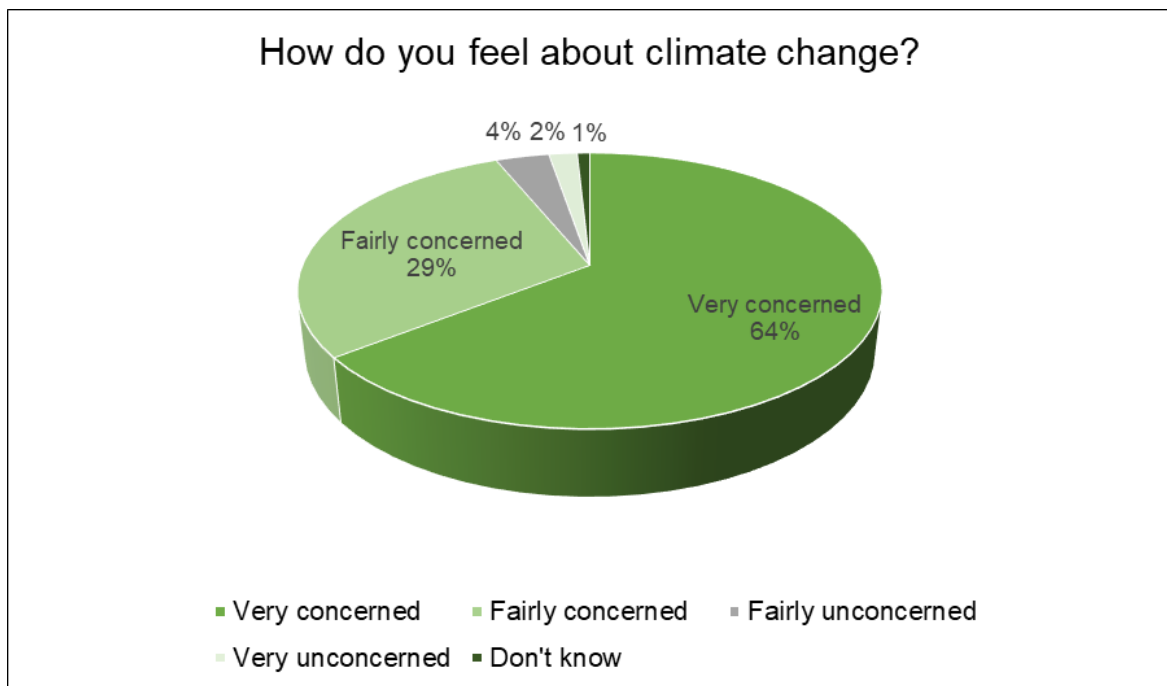
5.2   Appetite for Change

Swansea Council's carbon footprint is a relatively small proportion of Swansea's carbon emissions. In order to meet our objective of Net Zero City and County of Swansea everyone will need to play their part so we wanted to find out how prepared people are to make changes. The results were really encouraging with 94% of respondents agreeing they were prepared to make changes towards Net Zero Swansea. This indicates respondents see climate change as a priority for action.

To what extent do you agree or disagree you are prepared to make changes towards a Net Zero Swansea by 2050?

2% 2% 2%

Tend to agree
30%

Strongly Agree
64%

■ Strongly Agree   ■ Tend to agree   ■ Tend to disagree

■ Strongly disagree ■ Don't know
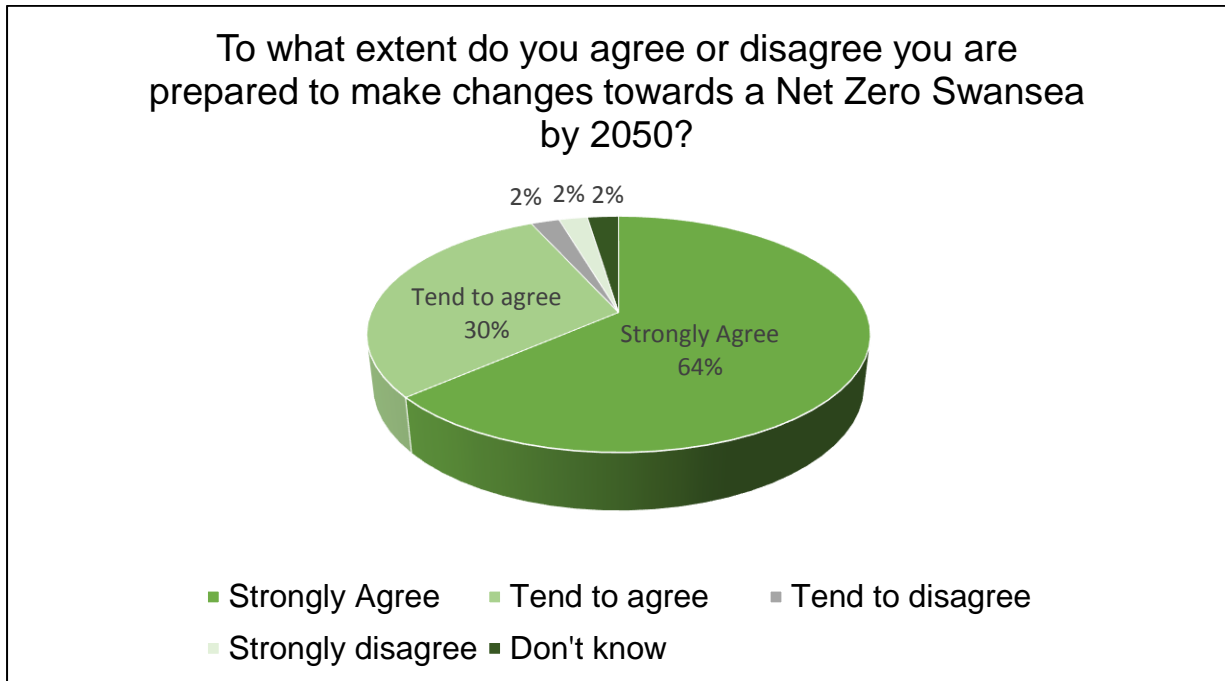
5.3   Twitter Poll

It was anticipated that the complex nature of the subject matter may discourage casual comment. To engage citizens with less interest in the climate issue (completing a survey takes effort) we commissioned a poll on Twitter to gauge attitudes amongst Swansea's online community.

This indicated 66% of respondents were fairly or very concerned about climate change, considerably less than the 93% in the survey. This reflected both a higher level of dissent (24% were very unconcerned) and less emphatic levels of support. However, this still suggests a comfortable majority are concerned about climate change and are motivated for change.

Twitter Poll of 396 respondents - 3 March 2021
How do you feel about climate change?

Very unconcerned, 24%

Fairly unconcerned, 10%

Fairly concerned, 16%

Very concerned, 50%

■ Very unconcerned ■ Fairly unconcerned ■ Fairly concerned ■ Very concerned

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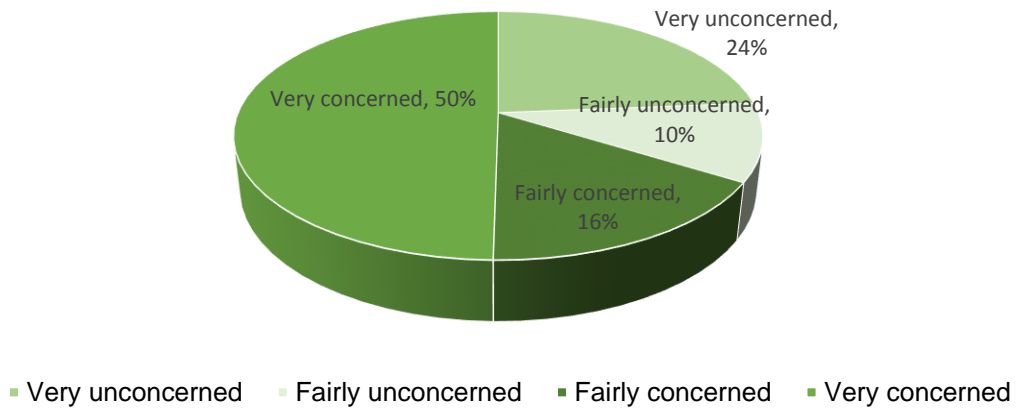
Twitter Poll of 196 respondents - 3 March 2021

To what extent do you agree or disagree you are prepared to make changes towards a Net Zero Swansea by 2050?

Strongly disagree, 17%

Tend to disagree, 5%

Tend to agree, 20%

Strongly agree, 58%

■ Strongly agree ■ Tend to agree ■ Tend to disagree ■ Strongly disagree

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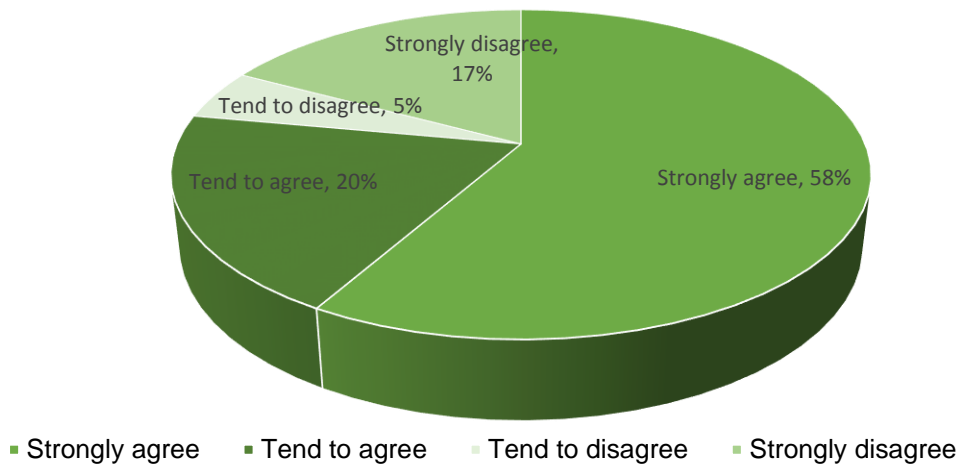
5.4   The Impact of Coronavirus

The impact of lockdown in reducing carbon emissions is well documented. But we wanted to know if the pandemic had resulted in people making conscious choices to reduce their carbon footprint as well as the changes that resulted automatically from having to 'stay at home'. Almost three quarters of respondents said they had made conscious choices to reduce their carbon footprint. While some responses made clear they had always tried to reduce carbon or suggested the actions were simply in, line with the rules rather than actively chosen. Overall the responses suggest the experience of lockdown has changed attitudes as well as behaviour.

Many responses referenced increasing walking and cycling and reducing driving. Several mentioned selling cars, a decision which suggests a longer term and genuine change in behaviour. Increased recycling, buying environmentally friendly products, reducing meat and dairy consumption, energy efficiency measures and using local suppliers were all new, conscious choices resulting from the pandemic.

Have you made conscious changes since the pandemic to reduce your carbon footprint?

- Don't know 6%
- No 20%
- Yes 74%

Legend:
- Yes
- No
- Don't know
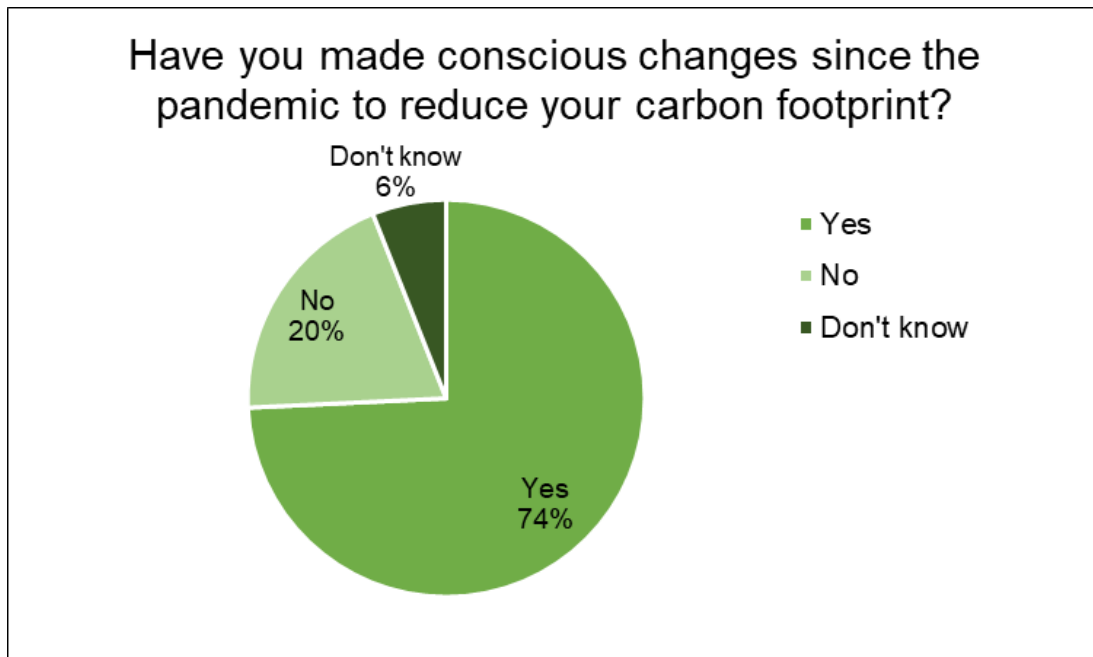
5.5 Help and Support

We wanted to understand what might help respondents overcome the barriers to tackling climate change in the future and encourage behaviour change

What would help you make changes for a Net Zero Swansea

Category	Value
Peer support	182
Information	600
Funding	446
Advice	516
Don't need any help	64
Other	84
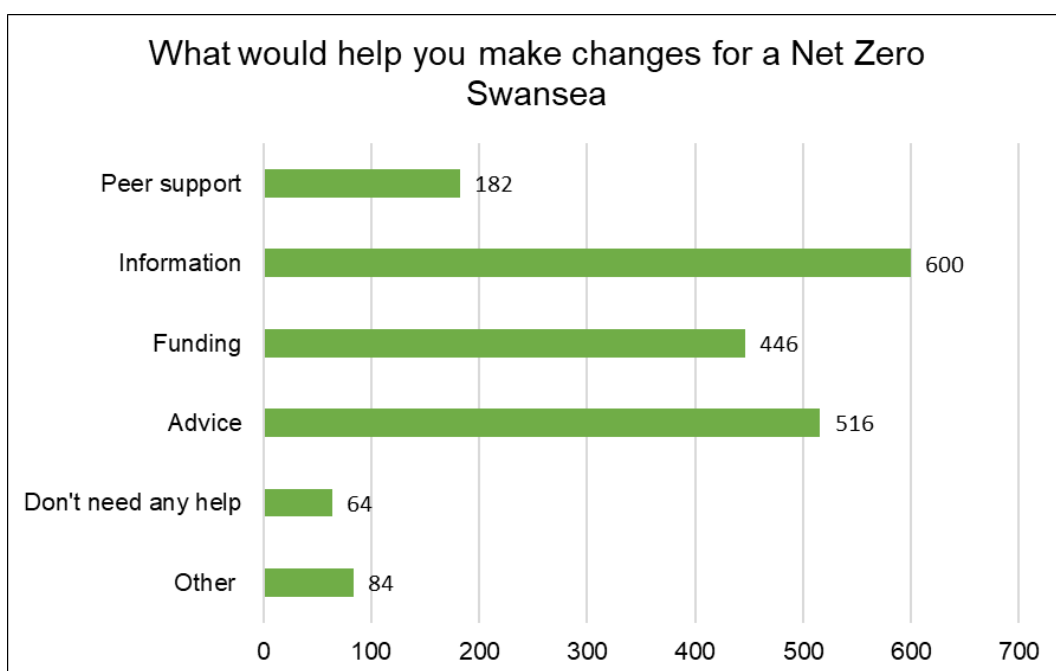
Very few people (3%) said they did not need any help all. The most requested form of help was information, followed by advice. As respondents could tick as many answers as applied, it is possible many people ticked both information and advice. This may reflect an often confusing and complex marketplace, media that often gives mixed messages and scientific data that can appear contradictory.

Funding was also a key form of requested help. This is significant given almost two thirds of respondents felt information would help and almost half suggested funding. In addition, in the comments responding to other questions across the survey, funding, incentives, loans, rewards and grants featured heavily with greater emphasis that perhaps the response above initially suggests.

Common themes also specified as other included

- Leadership – Council leadership at a local level and a proactive national and UK Government approach. A call for consistent practical action, initiatives and genuine commitment.
- Legislation and enforcement - Government legislation, enforcement and carbon centric joined up council policy
- Involvement – getting communities involved and encouraging participation
- Infrastructure -power, heating, transport, EV Charging points, renewables, cheaper efficient public transport support for active travel and more cycle paths, community hubs and employer support for agile working, improved recycling opportunities, tree planting and green space prioritisation and protection across county.
- Choices - clearly defined alternative options that reduce carbon.
- Training, media campaigns and education.

6.   A Net Zero Swansea Council

Swansea Council aims to be a Net Zero Carbon organisation by 2030. This means we will reduce or offset carbon emissions (that we have identified as within our control) to zero. While carbon reduction activity takes place within every service, the drive to ensure we achieve Net Zero is driven by particularly intense focus on key actions. We wanted to find out if the key actions and plans we have proposed (set out in our December 2020 Climate Emergency Review and Proposed Action report, the summary of which was referenced at the start of the questionnaire) are appropriate.

6.1   Overall Response to Key Actions

There was an overwhelmingly positive response to the Council's top ten proposed actions to ensure it becomes a Net Zero organisation by 2030. Positive support for each of the proposed actions ranged between from 80% and 98% (where respondents stated they strongly agree or tend to agree).

The greatest strength of agreement was in support of 'tree cover and biodiversity' at 85% strong agreement While the priorities that attracted less relatively strong agreement were 'Dragon Energy Island' (59% strongly agree) and 'Staff Travel' (49% Strongly agree). Notably these proposals also attracted the greatest level of 'don't know' responses with Dragon Energy Island at 9%, Staff travel at 3% and renewable electricity and green gas purchase at 4% 'don't know'.

The extent to which respondents broadly agreed or disagreed these key actions will contribute to Swansea Council becoming Net Zero carbon by 2030?

Categories (x-axis):
- Replace Council vehicles with green vehicles reducing emissions from fuels.
- Reduce staff travel using own cars, promoting public transport use, car pool and car club use.
- Reduce emissions from existing council buildings through investment in energy efficiency measures.
- Build new schools and future civic buildings to net zero standards.
- Use new technology to reduce emissions from street lighting e.g. LEDs
- Invest in solar panels and battery storage for Council housing.
- Create solar farms and other renewable projects on council owned land to offset carbon emissions.
- Increase tree cover and biodiversity.
- Champion Dragon Energy Island.
- Purchase all electricity from 100% renewable sources and explore 100% "green gas".

Legend:
- Agree (strongly & tend to)
- Disagree (strongly and tend to)
- Don't know

To what extent to do you agree or disagree these key actions will contribute to Swansea Council becoming Net Zero Carbon by 2030?

Action	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
Replace Council vehicles with green vehicles reducing emissions from fuels.	71%	25%	2%	1%	1%
Reduce staff travel using own cars, promoting public transport use, car pool and car club use.	49%	30%	12%	5%	3%
Reduce emissions from existing council buildings through investment in energy efficiency measures.	72%	26%	1%	1%	1%
Build new schools and future civic buildings to net zero standards.	71%	23%	4%	1%	1%
Use new technology to reduce emissions from street lighting e.g. LEDs	75%	22%	1%	1%	1%
Invest in solar panels and battery storage for Council housing.	69%	25%	3%	2%	1%
Create solar farms and other renewable projects on council owned land to offset carbon emissions.	67%	26%	4%	1%	2%
Increase tree cover and biodiversity.	85%	13%	1%		
Champion Dragon Energy Island.	59%	23%	5%	5%	9%
Purchase all electricity from 100% renewable sources and explore 100% "green gas".	69%	24%	2%	1%	4%

■ Strongly agree ■ Tend to agree ■ Tend to disagree ■ Strongly disagree ■ Don't know

6.2 Additional Key Actions for Net Zero Swansea Council

The survey asked what other actions Swansea Council should consider in addition to the specific key actions set out in the previous question.

The key actions are specific, quantifiable areas of high impact on the organisation which the Council can directly control and against which a measurement of progress can be assigned. However numerous additional actions also already take place in every Council service.

Many of the suggested additional actions related to wider Swansea wide action that are not within the Council's control to deliver via the work of its services but which can be influenced working with partners. These suggested areas have been addressed in relation to a Net Zero Swansea 2050. Broader trends are addressed as part of section on cross cutting themes.

Comments with suggestions as to how the identified actions are implemented have been collated and shared with the relevant services so specific feedback can be incorporated into service design and delivery.

Suggested Additional Actions Included

Agile / Working from home

- *Invest in IT infrastructure to enable home working and prioritise virtual meetings.*
- *Move to a paperless system where possible, enabling notes to be made on tablets between appointments in transit.*
- *Continue to encourage staff to work at home post pandemic.*
- *Encourage office workers to work from community hubs closer to home.*
- *Invest in home working to reduce carbon footprint at home offices.*
- *Make Ecosia the default search engine for Council employees.*
- *Annually audit home to work travel enabling carbon reporting and travel plans.*
- *Lobby government for rural ICT improvements improving agile working*

Regeneration and Tourism

- *Retrofit and repair old buildings*
- *Ensure high levels of maintenance for buildings to prolong their useful life and gain maximum benefit from embedded carbon.*
- *Promote sustainable tourism*
- *Stop building with concrete and use low to 0 carbon materials.*
- *Cancel the airshow*

Energy

- *Offsetting carbon emission should be a last resource prioritise reducing them in the first place.*

- *Develop community renewable energy schemes*
- *improve construction and renewable energy skills to support building to zero emission standards;*
- *Behaviour change training for staff and schools*
- *Heat networks/district heating*
- *Support local renewable energy suppliers*
- *Support other renewable/low carbon initiatives such as hydro and tidal power*
- *nuclear*
- *bladeless turbines*
- *Reduce street lighting and non-essential lighting at night*
- *Promote private home owners to access funding for renewable energy - solar panels etc.*

Biodiversity and Green infrastructure

- *Avoid unnecessary and reduce verge cutting and pesticide use*
- *Protection of carbon intensive habitats and ecosystems*
- *Include green infrastructure in all new development especially nature based solutions that capture carbon*
- *Appropriate tree planting 'the right tree in the right place'*
- *Undertake take all actions with environment as key objective*
- *No unnecessary felling of mature trees unless dangerous or diseased 'retain as the norm policy for over 10cm diameter trees*

Local Development Plan

- *Implement and enforce sustainability standards on new developments*
- *Support 15 minute neighbourhoods*
- *Stop speculative development*
- *No development on greenfield sites*

Procurement

- *Change procurement policy to incorporate sustainability criteria*
- *Source where possible from local suppliers*
- *Support water refill stations*
- *Help/encourage supplier chain /contractors to reduce their carbon footprint*
- *Only procure from low carbon, plastic free suppliers that source sustainable products*
- *Council food procurement (and schools) should exclude or minimise meat and dairy*
- *Assess carbon as part of procurement process*
- *Stop procuring single use plastics*
- *Measure and include the carbon footprint of all contractors and self-employed delivering services for the council*
- *Introduce a green charter all suppliers must adhere to*

Waste

- *Recycle/reuse old council furniture*
- *Install recycling rather than general waste bins*
- *Reduce waste and consumption in Council*
- *Council services to all recycle all waste (and schools)*
- *Kerbside recycling to include more materials soft plastics*
- *Enforce recycling requirements with business and domestic with fines*
- *Enable all waste to be processed at local centres especially wood*

Transport

- *Improve and expand cycle / active travel route network*
- *Charge for workplace parking*
- *Introduce travel hierarchy for business travel*
- *Work with Welsh gov etc. to reduce cost and improve public transport systems*
- *Traffic free zones*
- *Discourage dominance of car*
- *EV Charging infrastructure*
- *Electric buses and taxis*
- *HGV hydrogen options*

Finance

- *Make improvements when programmed rather than just to meet climate targets*
- *Divest from fossil fuels*
- *Consider monetary consequences of actions*
- *Eco friendly financial management*
- *Incentivise, subsidise, reward, fund climate positive behaviours*

Education

- *Environmental education*
- *School programmes*
- *Climate communications*
- *Staff training and support*
- *Public information enabling behaviour change*

Measurement

Carbon footprinting of scope 1, 2 and 3

Develop clear vision, performance indicators

Focus on carbon reduction, offsetting should be last resort

Increase understanding and measurement of scope 3 indirect emissions.

Plan on a countywide basis understanding wider emissions e.g. household

7.   A Net Zero Swansea

Swansea Council identified nine potential themes to tackle climate change in Swansea and key areas for action to both minimise the risk of climate change and help us adapt where it is already happening.

These themes were identified by reviewing city wide approaches to climate change from all over the UK. The survey asked respondents if these are the right themes to help us work towards a Net Zero Swansea and which areas for action should be prioritised.

Do you agree or disagree that these topics are key themes to tackle climate change in Swansea?

	Energy	Green Infrastructure	Biodiversity	Land and buildings	Use of natural resources	Transport	Waste	Housing	Sustainable decision making
Don't know	23	19	23	47	16	8	11	34	36
Strongly disagree									
Tend to disagree	26	30	19	43	15	31	17	31	21
Tend to agree	370	311	290	413	306	265	263	378	306
Strongly agree	526	563	580	397	580	589	625	458	539

■ Strongly agree ■ Tend to agree ■ Tend to disagree ■ Strongly disagree ■ Don't know

7.1 The themes for a Net Zero Swansea

The graph below looks at if respondents agreed the themes identified were the right themes to help work towards a Net Zero Swansea. Looking at the themes in relation to each other as a collective group, respondent support was overwhelming with between 89% and 96% agreeing (strongly agree & tend to agree) the themes were right to help us work towards a Net Zero Swansea.

Land and buildings was the least strongly agreed with theme with a relatively low 43% strongly agreeing and the majority tending to agree (88% overall). The most strongly agreed with theme was waste although there were similar levels of support for the top 6 most agreed with themes. Disagreement was consistently between 3% and 6%

There was a correlation between a higher percentage of 'Don't knows' and relatively lower levels of agreement. Land and buildings, housing and sustainable decision-making attracted relatively less strong agreement (although overwhelmingly positive) perhaps reflecting less understanding of these themes.
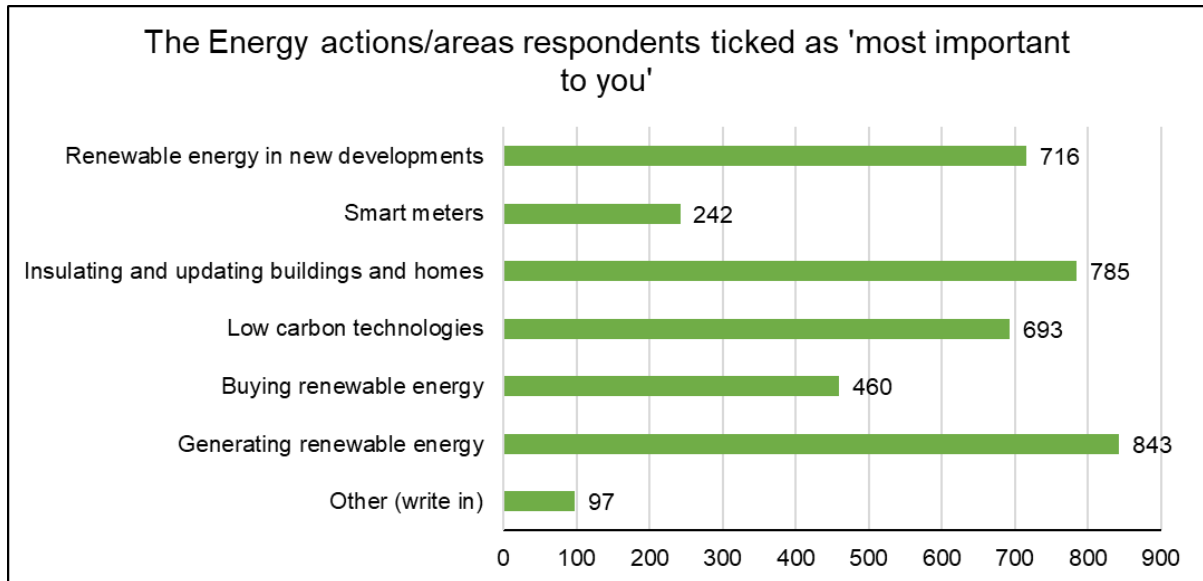
7.2 Qualitative comments

The survey included over a thousand ideas and comments expanding on the actions/areas identified in more detail, some outlining initiatives already in action, many setting out how more ambitious approaches could be adopted to implement existing policies more effectively.

7.3 Common responses that underpinned comments on every theme

- **Do it all!** - Every theme had a considerable number of responses supporting all of the suggested actions and suggesting climate change/environment is prioritised and underpins all activity.

- **Practical detail** - The majority of comments made in response to 'other (write in)' box detailed specific ways the actions/areas already identified could be into practice.

- **Act now -** Many responses urged immediate action if objectives are to be met.

- **Education –** Information, communication campaigns, training, advice for all ages on the concept of climate change but also in relation to helping change behaviour in relation to actions was consistently raised across themes.
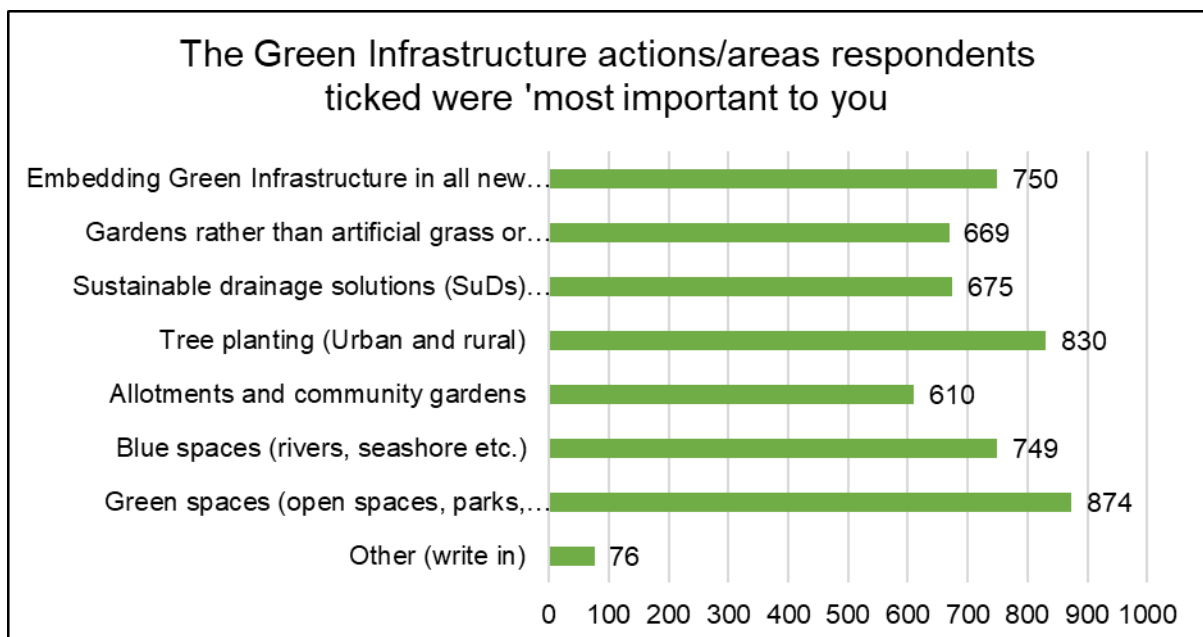
a) Energy

The Energy actions/areas respondents ticked as 'most important to you'

Action/Area	Value
Renewable energy in new developments	716
Smart meters	242
Insulating and updating buildings and homes	785
Low carbon technologies	693
Buying renewable energy	460
Generating renewable energy	843
Other (write in)	97

Where 'other' was ticked, additional actions/areas relating to Energy were

- Carbon capture and storage
- Divestment in fossil fuels
- Heat networks and district heating systems
- Ground source/Air source heat pumps
- Smart cities technology systems e.g. pavegen
- Hydrogen technologies
- Nuclear for baseload
- Reduce energy demand via behaviour/culture change in wider consumption

b) Green Infrastructure

The Green Infrastructure actions/areas respondents ticked were 'most important to you

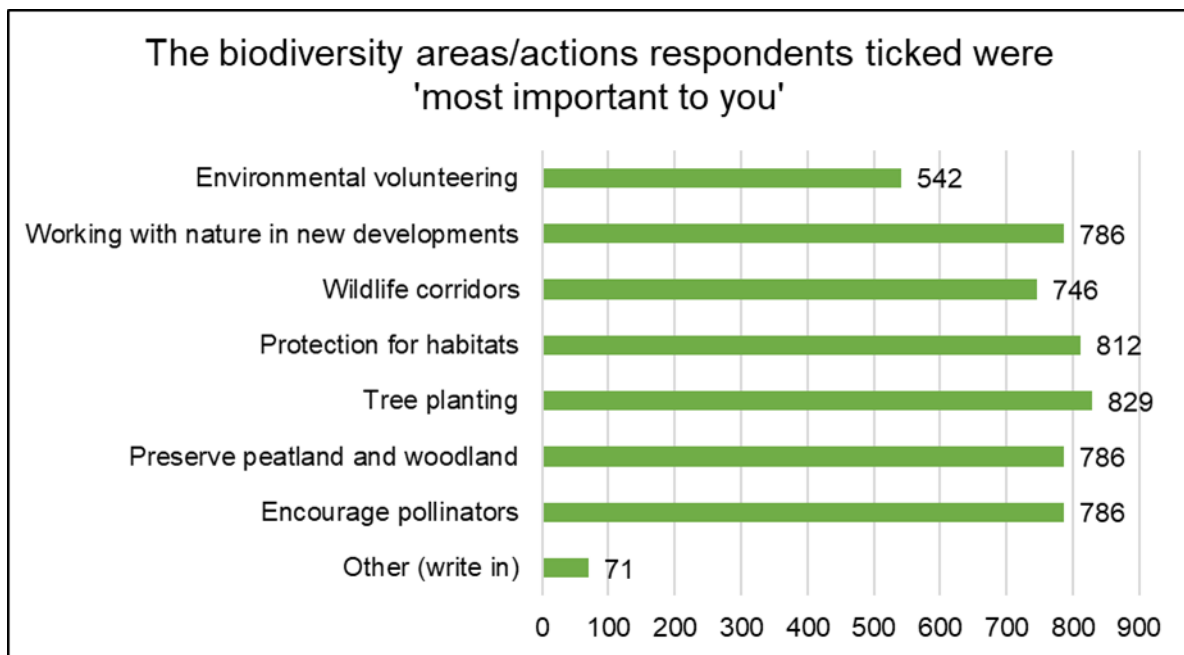| Action/Area	Value
Embedding Green Infrastructure in all new…	750
Gardens rather than artificial grass or…	669
Sustainable drainage solutions (SuDs)…	675
Tree planting (Urban and rural)	830
Allotments and community gardens	610
Blue spaces (rivers, seashore etc.)	749
Green spaces (open spaces, parks,…	874
Other (write in)	76

Where 'other' was ticked, additional actions/areas relating to Green Infrastructure were

- Hydroponics and vertical farming
- Rooftop gardens, Bee keeping
- Permeable surfaces as standard
- Grey water harvesting as standard
- Tree planting for coppice
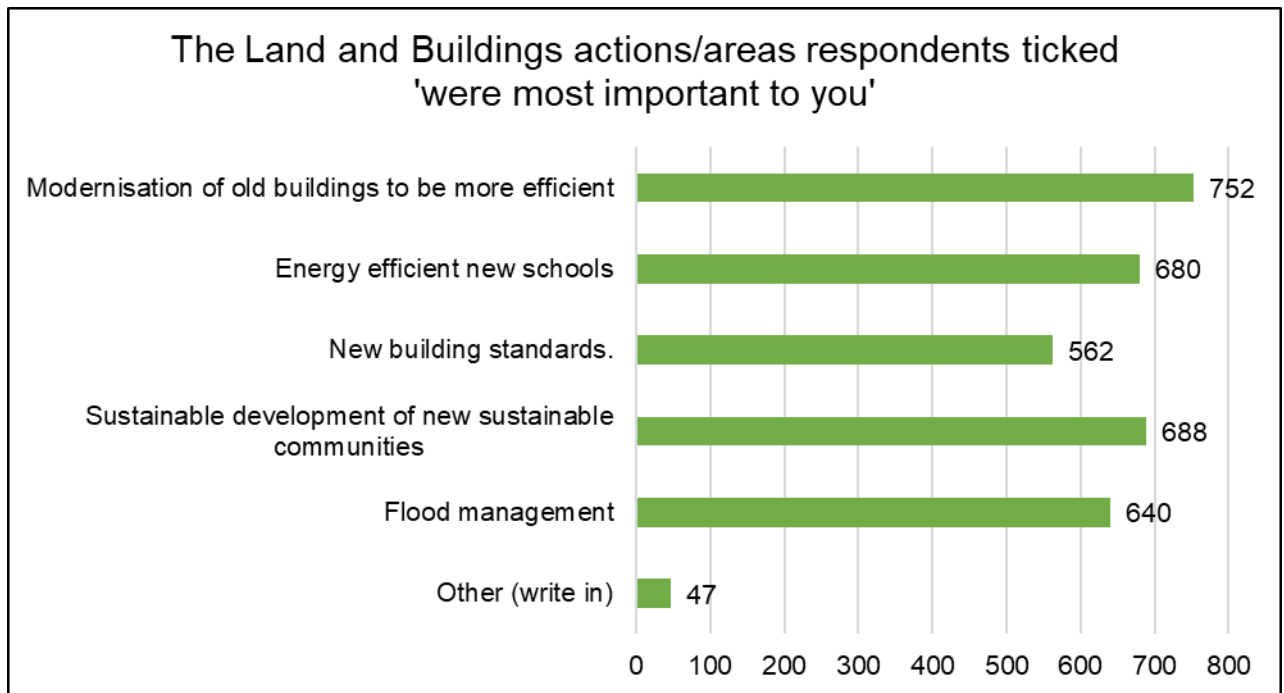- Farming shift from grass and horses to growing

c) Biodiversity

The biodiversity areas/actions respondents ticked were 'most important to you'

Action/Area	Value
Environmental volunteering	542
Working with nature in new developments	786
Wildlife corridors	746
Protection for habitats	812
Tree planting	829
Preserve peatland and woodland	786
Encourage pollinators	786
Other (write in)	71

Where 'other' was ticked, additional actions/areas relating to Biodiversity were

- Native wildflower planting
- Mapping and auditing biodiversity
- Use of neonicotinoids, pesticides, herbicides
- Use of peat based compost
- Rewilding including city and brownfield sites
- Seagrass and marine restoration
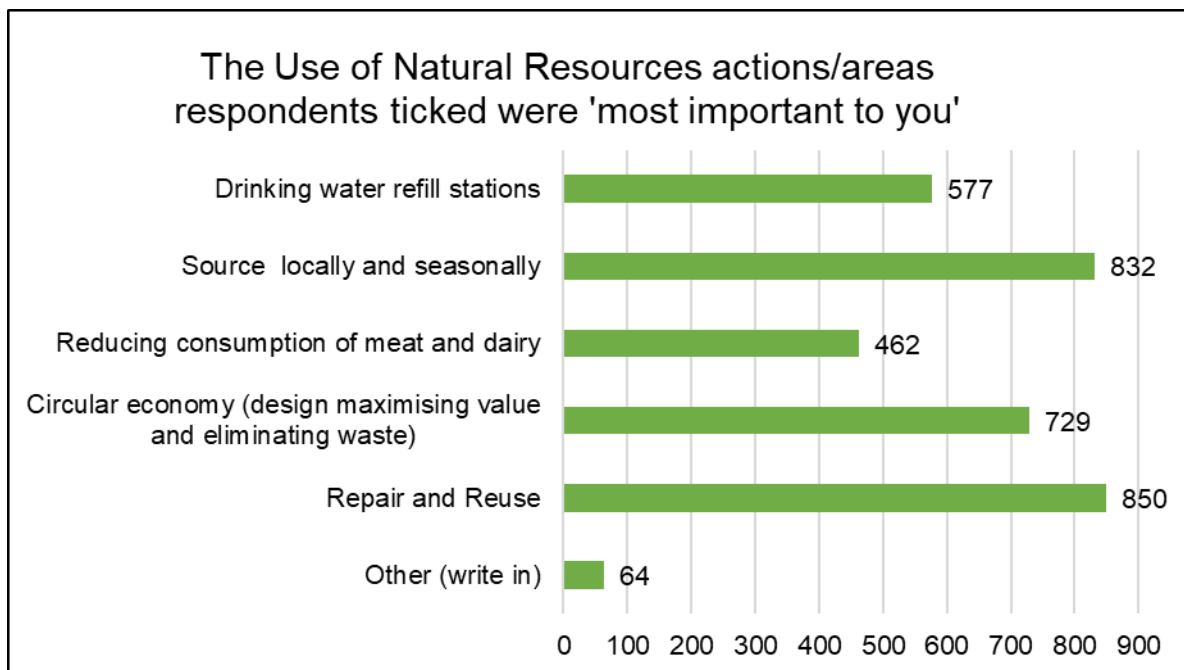- Encourage community supported agriculture

d) Land and Buildings

The Land and Buildings actions/areas respondents ticked 'were most important to you'

Action/Area	Value
Modernisation of old buildings to be more efficient	752
Energy efficient new schools	680
New building standards.	562
Sustainable development of new sustainable communities	688
Flood management	640
Other (write in)	47

Where 'other' was ticked, additional actions/areas relating to Land and Buildings were

- Build on brownfield rather than greenfield sites
- Link flood risk to green infrastructure
- Construction using Welsh wood as standard
- Plan to facilitate a modal shift from cars

e) Use of Natural Resources

The Use of Natural Resources actions/areas respondents ticked were 'most important to you'

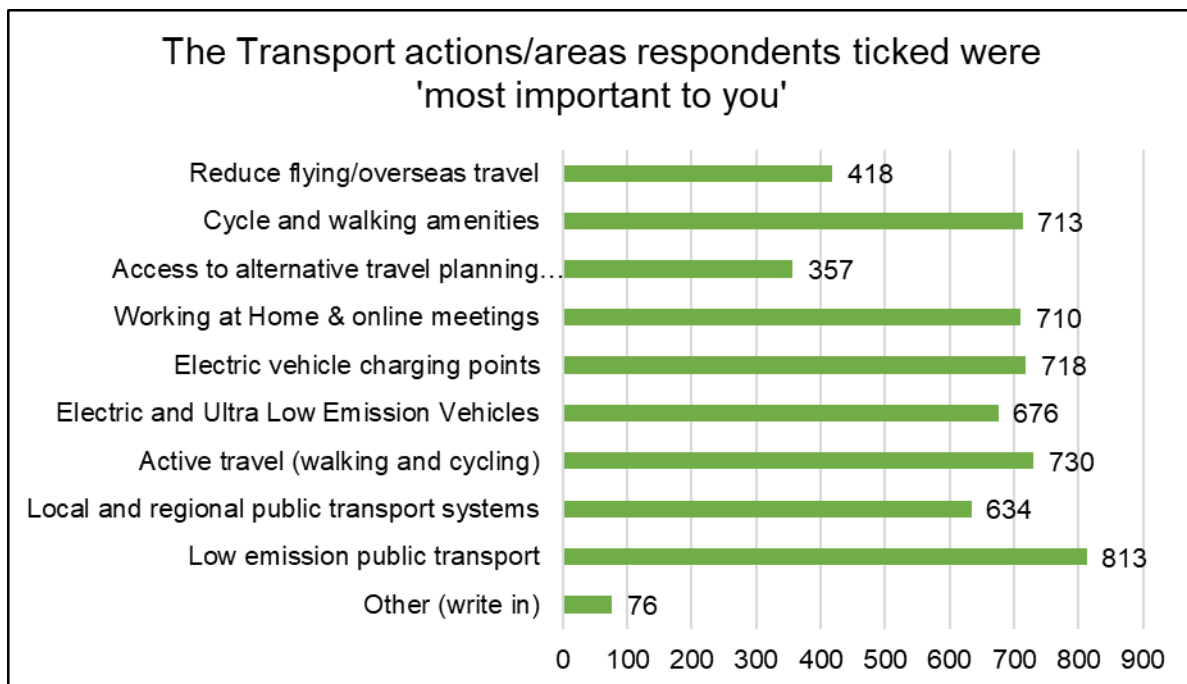| Action/Area	Value
Drinking water refill stations	577
Source locally and seasonally	832
Reducing consumption of meat and dairy	462
Circular economy (design maximising value and eliminating waste)	729
Repair and Reuse	850
Other (write in)	64

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Where 'other' was ticked, additional actions/areas relating to Use of Natural Resources were

- Go paperless
- Reject in built obsolescence
- Plastic free communities
- Reduce demand for consumption
- Become deforestation free city
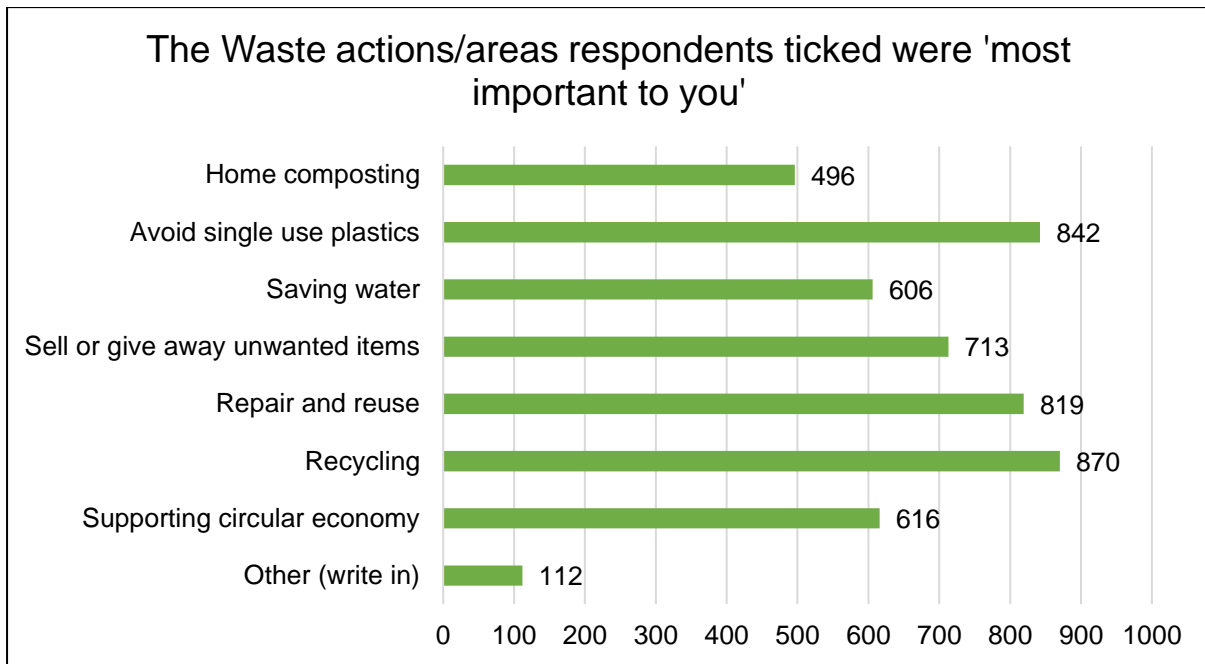- Address in procurement clauses

f) Transport

The Transport actions/areas respondents ticked were 'most important to you'

Action/Area	Count
Reduce flying/overseas travel	418
Cycle and walking amenities	713
Access to alternative travel planning...	357
Working at Home & online meetings	710
Electric vehicle charging points	718
Electric and Ultra Low Emission Vehicles	676
Active travel (walking and cycling)	730
Local and regional public transport systems	634
Low emission public transport	813
Other (write in)	76

Where 'other' was ticked, additional actions/areas relating to Transport were

- Separate walking and cycle routes
- Affordable public transport
- Address congestion and engine idling
- Discourage driving, congestion charge, on street charging
- Hydrogen vehicles and filling stations
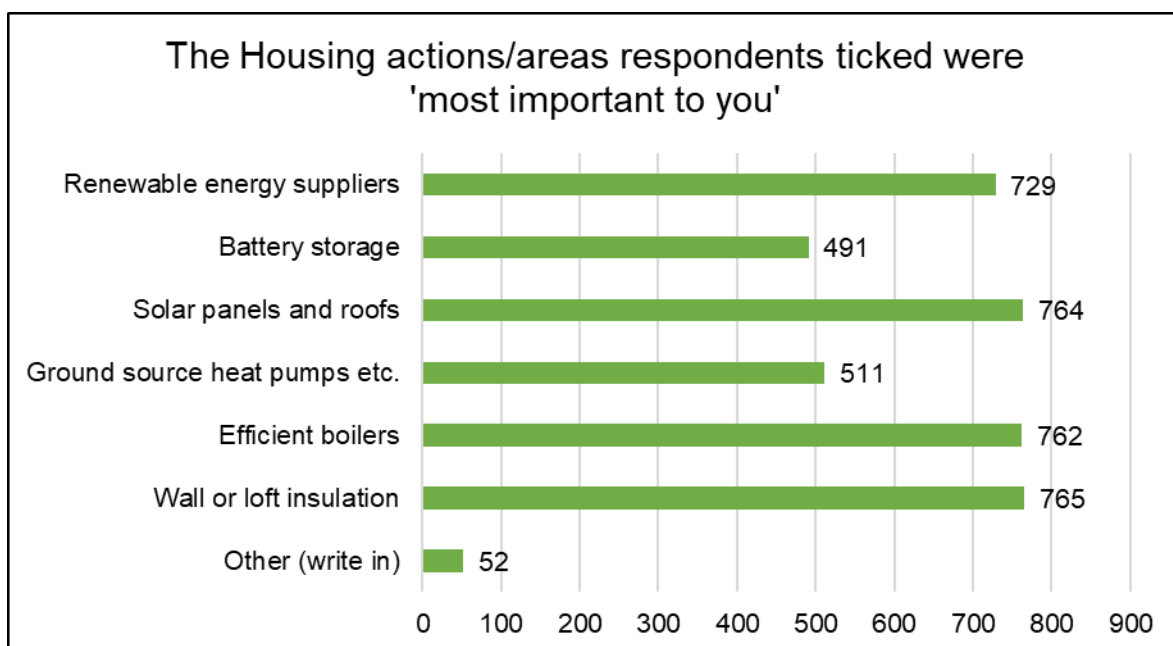- Trams, rickshaws, sea and river transport

g) Waste

The Waste actions/areas respondents ticked were 'most important to you'

Action/Area	Value
Home composting	496
Avoid single use plastics	842
Saving water	606
Sell or give away unwanted items	713
Repair and reuse	819
Recycling	870
Supporting circular economy	616
Other (write in)	112

Where 'other' was ticked, additional actions/areas relating to Waste were

- Coordinate community recycling schemes e.g. terracycle
- Home composting
- Bulky waste alternatives to discourage fly-tipping
- Deposit schemes
- Litter picking
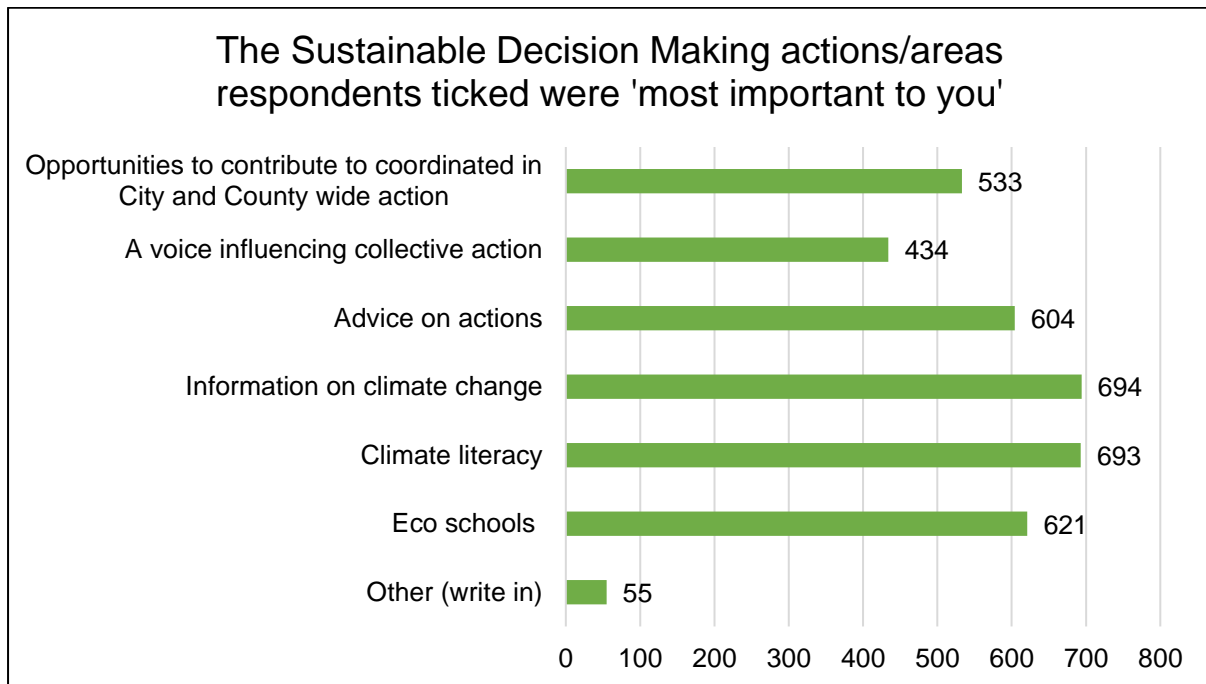- Introduce grey water systems and rainwater harvesting

h) Housing

The Housing actions/areas respondents ticked were 'most important to you'

Action/Area	Value
Renewable energy suppliers	729
Battery storage	491
Solar panels and roofs	764
Ground source heat pumps etc.	511
Efficient boilers	762
Wall or loft insulation	765
Other (write in)	52

Where 'other' was ticked, additional actions/areas relating to Housing were

- Double and triple glazing
- Hydrogen boilers
- Community heat systems
- Retrofit private and social housing
- Use of sustainable materials

i) Sustainable Decision Making

The Sustainable Decision Making actions/areas respondents ticked were 'most important to you'

Category	Value
Opportunities to contribute to coordinated in City and County wide action	533
A voice influencing collective action	434
Advice on actions	604
Information on climate change	694
Climate literacy	693
Eco schools	621
Other (write in)	55

Where 'other' was ticked, additional actions/areas relating to Sustainable Decision Making were

- Behaviour change /communications campaigns
- Citizens assemblies / youth council
- Collaboration with partners (especially third sector)
- Lifelong learning and training as well as education for young
- Protect the vulnerable
- Involve and engage citizens at earliest stage of decision making
- Green awards and celebration of eco achievements

j) Other themes

Comments suggested these additional themes:

- **Pollution** – air pollution from industrial, domestic burners, car tyres, pesticides use and light pollution with support for dark skies
- **Reducing consumption** – sustainability is about less, manage demand and reduce consumerism
- **Food security –** local growing, farming and poverty
- **Indirect impacts–** ensuring awareness of unintended consequences e.g. impact of lithium mining essential for so many solutions, positive trend like agile working can result in displacement rather than carbon reduction, understanding new technologies have resource costs and the shift to electrification is not a panacea.
- **Plastics –**microplastics, littering and fly-tipping impact, recycling issues and single use/unnecessary packaging

8.   Cross cutting themes

These themes were common to key actions towards a Net Zero Swansea Council. Themes for a Net Zero Swansea and were identified as further comments.

Funding – The need for subsidy, incentives, discounts, rewards, grants and loans but alternatively fines or charges. The scale of the challenge was also often referenced as justification for investment or subsidy in survey wide responses. Punitive measures were intended stimulate behaviour change. Perceived unfairness in terms of private householder and non-means tested access to support was frequently raised i.e. home owning communities not being offered the same opportunities to retrofit homes in the same way social housing is addressed.

Equality - Equality issues protecting the vulnerable and socially disadvantaged were also often referenced in terms of monetary poverty but also in terms of access to services, food security, fuel poverty, health inequalities etc. There was also concern that actions to tackle climate change would be imposed threatening people's ability to maintain their lifestyle e.g. fears over losing cars, flying, eating meat etc.

Governance – The need for direct accountability on climate change to leadership, importance of clear vision, measurable objectives and action.

National drivers - In many areas there was an understanding of the need for legislation, taxation or national policy so the focus was on lobbying Welsh Government and UK Government for appropriate frameworks to enable local action.

'Just do it!' - 2050 in particular was seen as an insufficiently urgent target to meet the pressing nature of the emergency. Although at the same time scepticism was expressed by some that even the 2030 target could be realistically be achieved at the current pace of change and in the context of investment necessary.

Balance - There was a huge variety of passionate, intelligent but often conflicting suggestions. Comments often acknowledged the need for economic, environmental, social and cultural priorities trade-offs. In particular, the financial investment required to reach Net Zero was both a concern for concern and a demand. The tension between the need for development to meet the need of a growing population and protection of the natural environment and resources was another recurring theme. Comments often called for balance in decision making with a comment referencing the Well-being of Future Generations Act to help make balanced choices.

Involvement – Comments suggested citizen's assemblies, citizen science and a youth council as ways to engage people in tackling climate change. The need to bring everyone along was widely recognised and linked to recurring education. Consultation and engagement at the earliest opportunity with the community was requested with many respondents feeling this was not always the case.

Sound evidence - Comments often reference the need for an evidence based, logical approach based on science and research.
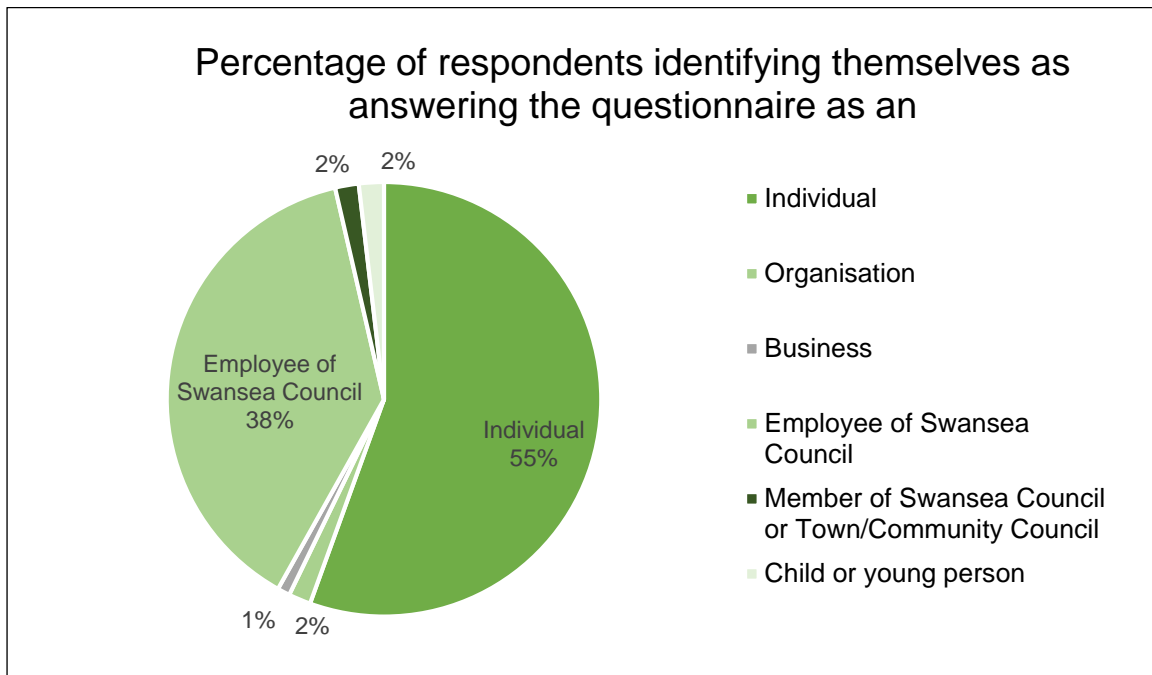
Collaboration – Feedback urged collaboration across sectors, councils, the Swansea Bay City Region and made particular reference to the third sector. Comments urged work with and build on the work of local community and voluntary groups and expert organisations with skills and experience.

Leadership – A significant number of responses thanked the council for prioritising climate change to date and expressed a hope for continued future 'bold' leadership.

Enforcement - there was a frustrations at the perceived lack of consequences for people and businesses who fail to meet environment based expectations from planning, industrial polluters, fly tippers and those who don't recycle.

9.   Responses

967 Responses were received from a cross section of the community. Geographical analysis revealed no discernible trends in terms of response.

Percentage of respondents identifying themselves as answering the questionnaire as an

- Individual
- Organisation
- Business
- Employee of Swansea Council
- Member of Swansea Council or Town/Community Council
- Child or young person

Individual 55%
Employee of Swansea Council 38%
2%
2%
1%
2%

9.1   Respondent's status

This included local and national organisations which included

- Community groups such as environmental, religious, sporting and caring groups
- Businesses from sole traders to national companies with Swansea based sites.
- Third and public sector education, environment and cultural and social institutions, non for profit organisations and charities
- Community Councils,

9.2   Business and organisations

The relatively low levels of organisations and businesses responding to the online survey were disappointing given the survey's wide distribution in the business community by email. However this was expected and is understandable given the pressures on most businesses and organisations due to the pandemic.

9.3   Children and Young People

Children and Young people were also under represented which was not surprising given the nature of the survey. However given the pressures facing schools and children's groups during lockdown this group was not specifically targeted during lockdown but and along with businesses will be involved later in the year when appropriate. A further group that we were not able to engage with due to lockdown

were digitally disengaged people, again when safe to do so face to face and other methods will be reemployed.

9.4   Individuals

The survey's 967 respondents consisted of 39% men and 61% women, more females completed the survey than the Swansea average of 51%. 99.5% of people's genders were the same as at birth. The age profile of respondents was concentrated between 26 and 75 in comparison to the Swansea profile. This may reflect the online nature of the survey.

Under 16	1.6%
16 - 25	6.8%
26 - 35	13.7%
36 - 45	22.1%
46 - 55	26.4%
56 - 65	19.0%
66 - 75	7.9%
76 - 85	1.2%
Over 85	0.1%
Prefer not to say	1.2%

9.5   Employee Responses

A significant proportion (38%) of responses were received from people who identified as employees of Swansea Council. Responses from the 370 responses broadly mirrored trends in the total response.

9.6   Nationality and ethnicity

Do you describe yourself as... (mark all that apply)

It is well documented that climate change disproportionately impacts the BAME community. The 2011 census reported 8.5% of Swansea's population were 'non-white British' (also including other white ethnic groups). The survey respondents identified as 96.6% white British (or any other white background). This means that the 3.4% response rate was slightly lower than the diversity of Swansea's population. No community language translation was requested for the survey.

9.7 Other characteristics

Religion - 57% of respondents had no religion and of those who held religious beliefs 24% actively practiced their religion.

Sexuality- 6.7% preferred not to state their sexuality, 3.8% were bisexual, 3.5% were gay/lesbian, 84.8% said heterosexual and 1.2% described themselves as other.

Illness or Disability – 16.5% of respondents had a longstanding illness disability or infirmity, 12.9% stated this limited their activities. In the 2011 census, 23.3% of Swansea residents had their day-to-day activities limited by a long-term health problem or disability.

9.8 Welsh Language

A small number of Welsh language responses (4) were received despite 9% of respondents identifying Welsh as the language they use day to day. This suggests while Welsh language speakers were aware and completed the survey, they elected to answer in English. This may be due to the international, jargon, science, technology based nature of the subject matter and the evolving new terminology used to describe it. It is possible people do not yet feel as confident speaking about climate in Welsh as English in the same way that some people lack the confidence to use 'business welsh' at work. This could be an area to address in the same way people are encouraged and supported to use business Welsh.

10. Conclusions

This survey establishes an insight into Swansea attitudes to climate change and supports the Council's proactive approach to tackling climate change. It identifies key themes that people can connect with and actions seen by people in Swansea as priorities. This will inform the development of future climate change strategy.

The survey highlighted common gaps in knowledge and identified frequently asked questions. This will enable FAQs to be produced and used as a communications aid.

Detailed comments relating to council services will be shared with appropriate council services and used to inform future design and improvement of services.

An ongoing programme of involvement over the long term is planned so groups who we were unable to actively reach out to due to the pandemic and online, detailed nature of the survey will be prioritised in future engagement.

This table summarises many key themes of the consultation and the fit with Council actions to date and they influence actions now being taken is below. These and also other themes and actions will continue to be integrated into our evolving approach and inform setting of our 2022 well-being objectives and next Corporate Plan.

You said, we did	You said we are doing
Agile and Working from Home	
Move to a paperless system where possible,	Develop and encourage office workers to work from community hubs closer to home.
Regeneration	
Retrofit and repair old buildings Ensure maintenance for existing buildings to prolong their useful life and gain maximum benefit from embedded carbon.	Use low carbon materials and techniques to achieve Net Zero on all new builds
Tourism	
Promote sustainable tourism	Balance need for tourism and inwards investment with our climate change targets
Energy	
Offsetting carbon emission as a last resource prioritise reducing them in the first place.	Divest from fossil fuels
Develop community renewable energy schemes	Use alternative heat sources such as biomass, ground source, air source heat etc.
improve construction and renewable energy skills to support building to zero emission standards;	Invest in renewables, buildings as power stations and battery storage
Green Infrastructure and Biodiversity	
Avoid unnecessary and reduce verge cutting and pesticide use	Include green infrastructure in new developments especially nature based solutions that capture carbon
Protection of carbon intensive habitats and ecosystems	Appropriate tree planting 'the right tree in the right place' development of Tree Policy including no unnecessary tree felling.
Planning	

Development of Supplementary Planning Guidance	Future Local Development Plan and Strategic Development Plan to take into account the balance of the need for new homes and the need to protect the environment
Procurement	
Procurement policy incorporates sustainability criteria	Increase focus on carbon, avoidance of unnecessary plastics and other environmental impacts in procurement. Plus multiple green energy initiatives including sourcing of renewable energy, installation of solar panels as well as purchasing electric vehicles.
Prioritise sourcing from local suppliers	£100m spent with companies employing staff in Swansea in the last year
Pollution	
Action on litter and flytipping	Action on light, air and plastic pollutants
Waste	
Recycle/reuse old council furniture	Reduce waste and consumption across Council
Promote recycling and the circular economy	Repair Café Wales and Benthyg Cymru Library of things initiatives
Transport	
Improve and expand cycle / active travel route network	Work with Welsh gov etc. to reduce cost and improve public transport systems
Charge for workplace parking	Use travel hierarchy discouraging dominance of car
Housing	
Investment in reducing carbon emissions from Council housing stock	Lobby for support decarbonising other households across Swansea
Education and Training	
Environmental education	Develop staff training
Environmental volunteering	Increase climate communications
Measurement	
Carbon footprinting of scope 1, 2 and 3 emissions	Develop a clear vision, and performance indicators as part of corporate plan and reporting

Decision making	
Balanced Well-being of Future Generations led approach to impact assessments, and decision- making	Engagement Strategy to involve everybody in action to tackle climate change.
Equality	
Action on fuel poverty and food security	Action on climate related health inequalities and access to green space