



# SUPPLEMENTARY AGENDA

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## CABINET MEMBER FOR CLIMATE CHANGE AND ENVIRONMENT

THURSDAY, 24 NOVEMBER 2022 AT 10AM

## COUNCIL CHAMBER - THE GUILDHALL, PORTSMOUTH

Telephone enquiries to Democratic Services 023 9283 4060

Email: [democratic@portsmouthcc.gov.uk](mailto:democratic@portsmouthcc.gov.uk)

If any member of the public wishing to attend the meeting has access requirements, please notify the contact named above.

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### Membership

Councillor Kimberly Barrett (Cabinet Member)

Councillor Charlotte Gerada

Councillor Robert New

Councillor Russell Simpson

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(NB This agenda should be retained for future reference with the minutes of this meeting).

Please note that the agenda, minutes and non-exempt reports are available to view online on the Portsmouth City Council website: [www.portsmouth.gov.uk](http://www.portsmouth.gov.uk)

Deputations by members of the public may be made on any item where a decision is going to be taken. The request should be made in writing to the contact officer (above) by 12 noon of the working day before the meeting, and must include the purpose of the deputation (for example, for or against the recommendations). Email requests are accepted.

## AGENDA

### 6 Big Portsmouth Survey (Pages 3 - 22)

#### Purpose.

To provide data insight and next steps following the Big Portsmouth Survey.

**RECOMMENDED that the Cabinet Member for Climate Change & the Environment note the report.**

Members of the public are permitted to use both audio visual recording devices and
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social media during this meeting, on the understanding that it neither disrupts the meeting nor records those stating explicitly that they do not wish to be recorded. Guidance on the use of devices at meetings open to the public is available on the Council's website and posters on the wall of the meeting's venue.

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# Agenda Item 6



## THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

<b>Title of meeting:</b>	Cabinet Member for Climate Change and Environment
<b>Subject:</b>	Results from the Big Portsmouth Survey
<b>Date of meeting:</b>	24 <sup>th</sup> November 2022
<b>Report by:</b>	Kristina Downey: Principal Strategy Advisor- Carbon and Climate
<b>Wards affected:</b>	No specific impact on individual wards

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### 1. Requested by

- 1.1 Cabinet Member for Climate Change and the Green Recovery

### 2. Purpose

- 2.1 To provide data insight and next steps following the Big Portsmouth Survey.

### 3. Information Requested

- 3.1 This survey was open from August to October 2022 and allowed Portsmouth residents to provide their opinions on wide-ranging local subjects. Within this survey, engagement around Portsmouth's local response to climate change was sought through seven questions (see below).
- 3.2 In September 2022, PCC's Cabinet approved and adopted a new Climate Change Strategy. The Strategy details the strategic priority areas for PCC's work within Portsmouth, which includes 'Engagement and Partnerships'. This area is noted as being critical to the successful development and implementation of future climate change actions.
- 3.3 The full results, methodology and data analyst insights are attached in Appendix 1.
- 3.4 **Question 1. Overall, how concerned are you about climate change**
- 84% of respondents claimed to be concerned about climate change, with over half the sample (51%) stating they were 'very concerned'
  - Characteristics such as youth, being female and greater household incomes were likely to be more concerned
- 3.5 **Question 2. How much, do you think climate change is currently affecting Portsmouth?**
- 82% of respondents feel climate change is affecting Portsmouth, with a third of the sample (34%) stating it was affecting Portsmouth 'a great deal'

## **THIS ITEM IS FOR INFORMATION ONLY**

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- Characteristics such as youth, being female and greater household incomes were likely to state a greater level of climate change impact in Portsmouth.
- 3.6 The high level of climate change concern and perception of effects to Portsmouth shows previous engagement has been reasonably successful in communicating and increasing broad awareness. The results suggest that future engagement work could be targeted towards lower income households and older residents, particularly where synergies in other challenges arise, such as fuel poverty and health and wellbeing.
- 3.7 **Question 3. The UK Government, many Councils, and organisations across the country, including Portsmouth City Council, have committed to achieving 'net zero'. Before today, how much, if anything, did you know about this commitment?**
- 45% of respondents stated they knew 'hardly anything' or 'hadn't heard about it'
  - Lower levels of awareness were somewhat related to characteristics of lower household income, youth, ethnic minorities and identifying as female
- 3.8 Although general awareness of climate change was high, more specific awareness of 'net zero' commitments was less. The results suggest we need to increase our broad engagement around net zero, and look to engage schools and education providers for more targeted engagement.
- 3.9 **Question 4. Portsmouth City Council is developing a new Climate Change Strategy and Carbon Action Plans. Which areas do you think Portsmouth City Council should focus on the most?**
- This was a multi-choice answer, and 70% of all respondents selected 'consumption and waste' and 'travel and transport'
  - 80% of 25-35 year olds think the focus should be given to travel and transport.
- 3.10 Current data suggests the greatest contributor to city-wide emissions is from travel and transport. This survey data will be used to engage other teams in PCC to support prioritisation of city-wide work that will result in carbon reductions. PCC is also a major purchaser of goods and services within the city, and further engagement will be held with internal procurement teams to support carbon reduction.
- 3.11 **Question 5. Do you think Portsmouth City Council are currently doing enough to address climate change?**
- 46% of respondents stated PCC 'need to do much more'
  - 21% of respondents stated they 'don't know and need more information'

## **THIS ITEM IS FOR INFORMATION ONLY**

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- 3.12 A significant proportion of residents feel we need to do much more to reduce carbon, as well as needing more information on our climate change actions. Whilst both responses may be related (i.e., they aren't aware of our actions so feel we need to do more), this evidence will be used to increase our prioritisation of decarbonisation within our local authority service provision.
- 3.13 **Question 6. What prevents you, if anything, from improving the energy efficiency of your home?**
- This was a multi-choice answer, but 51% stated 'upfront costs'
  - 20% stated that they 'don't know what options are available or what's suitable'
- 3.14 This data demonstrates existing known gaps in affordability and funding for improving home energy efficiency. We will use this information to continue to lobby central government to widen their criteria in existing funding streams. A significant proportion of residents who may be in a position to increase their home energy efficiency, but do not know their options, provides us with evidence that we need to increase our engagement in this area.
- 3.15 **Question 7. Portsmouth City Council offers a free service for home energy advice, home visits, interest-free loans and energy efficiency upgrades. Are you aware of the Switched On Portsmouth?**
- 58% of respondents claimed to not be aware of Switched On Portsmouth. Half of these requested more information about the scheme
  - Of the 34% of respondents that claimed to be aware of the scheme but had not interacted with the scheme, 12% 'haven't' got round to it'. Other reasons included 'the cost of making the changes'
- 3.16 This data suggests that despite significant engagement around Switched On Portsmouth, there is evidence the communication campaign needs to be re-evaluated to ensure it is reaching a wider audience. Separately, the energy services team has undertaken more detailed market research, specific to Switched On Portsmouth, to further understand where efforts can be best applied to further the reach and understanding of the service.

## **4. Next steps**

- 4.1 This data not only provides an invaluable insight as to the concerns of our residents but will also help guide the development and prioritisation of actions to address the climate change crisis.
- 4.2 Areas of enhanced broad engagement together with the need for more targeted engagement to specific groups of Portsmouth residents have been highlighted. As a result, engagement with PCC communication and marketing teams will be undertaken.

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- 4.3 Residents have highlighted areas they want to see us prioritise. As a result, engagement with PCC teams will be undertaken to support prioritisation of decarbonisation in delivery of our local authority responsibilities.

.....  
Signed by:  
Paddy May  
Corporate Strategy Manager

**Appendices:** Resident Research**Background list of documents: Section 100D of the Local Government Act 1972**

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

<b>Title of document</b>	<b>Location</b>



Portsmouth  
CITY COUNCIL

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# Resident Research (Wave Four): Cost of Living

September 2022 | Corporate Services

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# Background and methodology

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- Background, comms and marketing channels
- Sample and reach
- Data weighting

# Background and engagement

## Background

The rising cost of living is having a huge impact on residents and therefore formed a key component of this wave of research. We also asked for views around sustainable travel, how the city should be responding to the climate crisis, and about cultural activities and opportunities for things to do. The topic areas included in the survey align with the Portsmouth city vision for 2040: a city with a thriving economy, a green city, a city with easy travel, and a city rich in culture and creativity.

As in the previous three waves, certain core topics (resident health and wellbeing, trust in local services, residents' economic situation, expected spending habits and accessing public services during the pandemic) were also covered. Results from all waves of research can be found at <https://yourcityyoursay.portsmouth.gov.uk>. This fourth survey took place from August to October 2022.

## Marketing and communications

The survey launched on 26 August 2022 and was in field until 16 October 2022. It was promoted through the following marketing and communication channels:

- Press release announcing start of consultation and cost of living crisis focus
- Social media promotion including boosted posts and paid advertising
- Website news story, banners and 'your city your say' page
- Inclusions in news bulletins
- Inclusion in staff bulletins and all-staff emails
- Newsletter copy, social post/links, posters and flyers shared with partner organisations
- Snapchat campaign from 20 September - 16 October

# Methodology: Approach

## Sample

In total 2,064 people responded to the survey of which 1,926 were Portsmouth residents (PO1-PO6). Despite extensive efforts to reach out to all demographics, the sample collected was not representative of Portsmouth's known population. In order to ensure that the results of the analysis were representative of the views of the city's residents, the data was weighted using various sources of Official Statistics (see table on next slide). Weighting was based on the following variables: age, gender, ethnic group, disability and postcode district.

1,650 residents could be included in the weighted sample, which where weighted base sizes allow, provides a robust dataset from which Portsmouth City Council can base decisions, confident that the data represents the views and opinions of the city's residents as closely as possible within the parameters of the sample collected.

### Weighting variables

Age

Gender

Ethnic group

Disability

Postcode

# Methodology: Data weighting

## Weighting

A Random Iterative Method (RIM) weighting was applied to the data. This ensured that each demographic was accurately represented.

The target demographics were taken from a recruitment methodology paper written by Portsmouth City Council and externally verified. Details of the source of each dataset used to understand the breakdown of the population of Portsmouth within each strata are presented in the table on the right.

\*due to the small numbers of responses we received in specific ethnic minority groups, we have combined ethnic minority groups for the data weighting process.

Strata	Dataset Source
Age	<a href="#">ONS mid-year estimates (2020)</a>
Sex	<a href="#">ONS mid-year estimates (2020)</a>
Ethnic group*	<a href="#">2011 Census ethnic group question</a>
Disability	<a href="#">2011 Census disability question</a>
Postcode	<a href="#">2011 Census</a>

# Methodology: Weighted proportions

Strata	Original sample	Weighted sample
Males	39%	51%
Females	61%	49%
Aged 16-24 years	3%	13%
Aged 25-34 years	7%	22%
Aged 35-44 years	16%	16%
Aged 45-54 years	19%	16%
Aged 55-64 years	25%	14%
Aged 65+ years	30%	19%
Disability	19%	16%
No disability	81%	84%

Strata	Original sample	Weighted sample
White	96%	88%
Ethnic minorities	4%	12%
PO1	13%	14%
PO2	18%	21%
PO3	11%	9%
PO4	27%	22%
PO5	15%	15%
PO6	17%	20%

- The above tables display the original and post weighted sample breakdowns



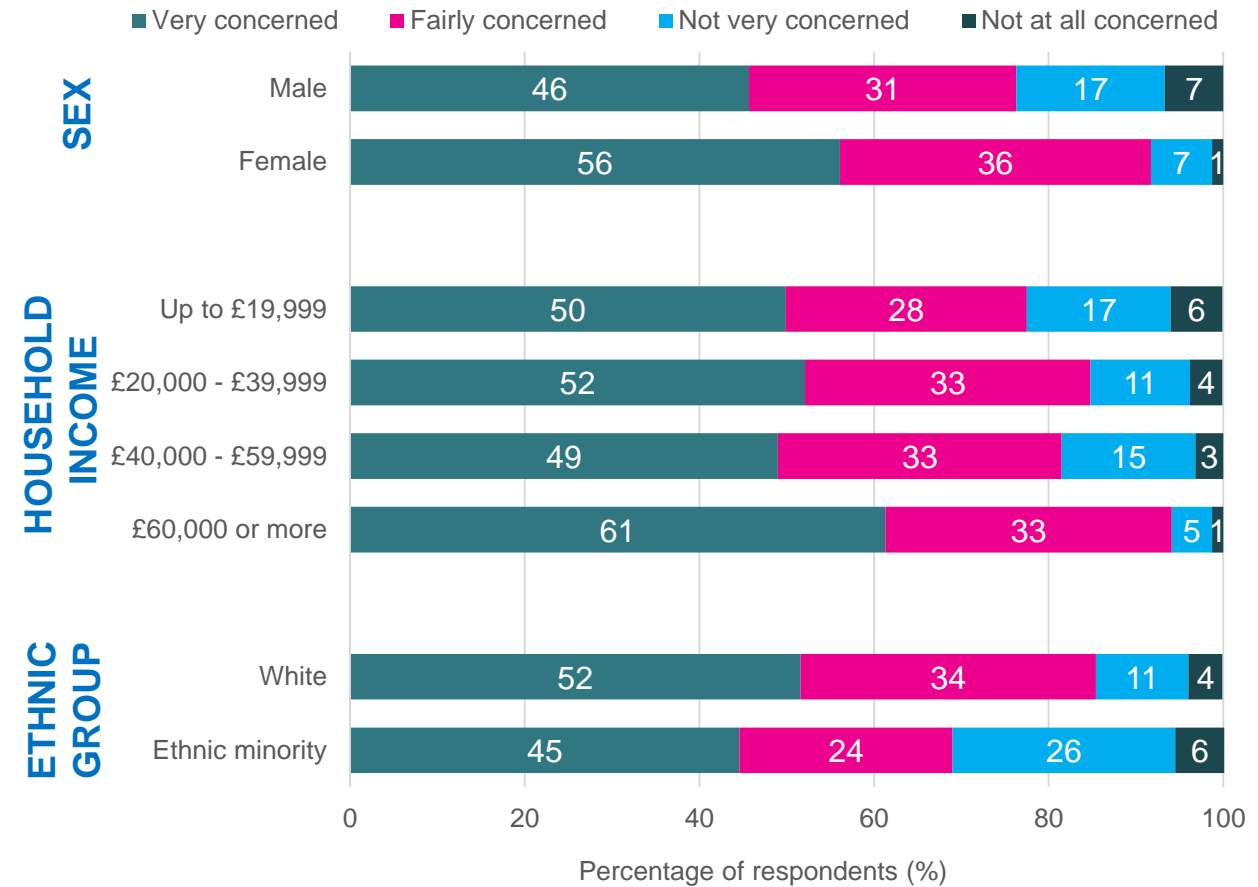
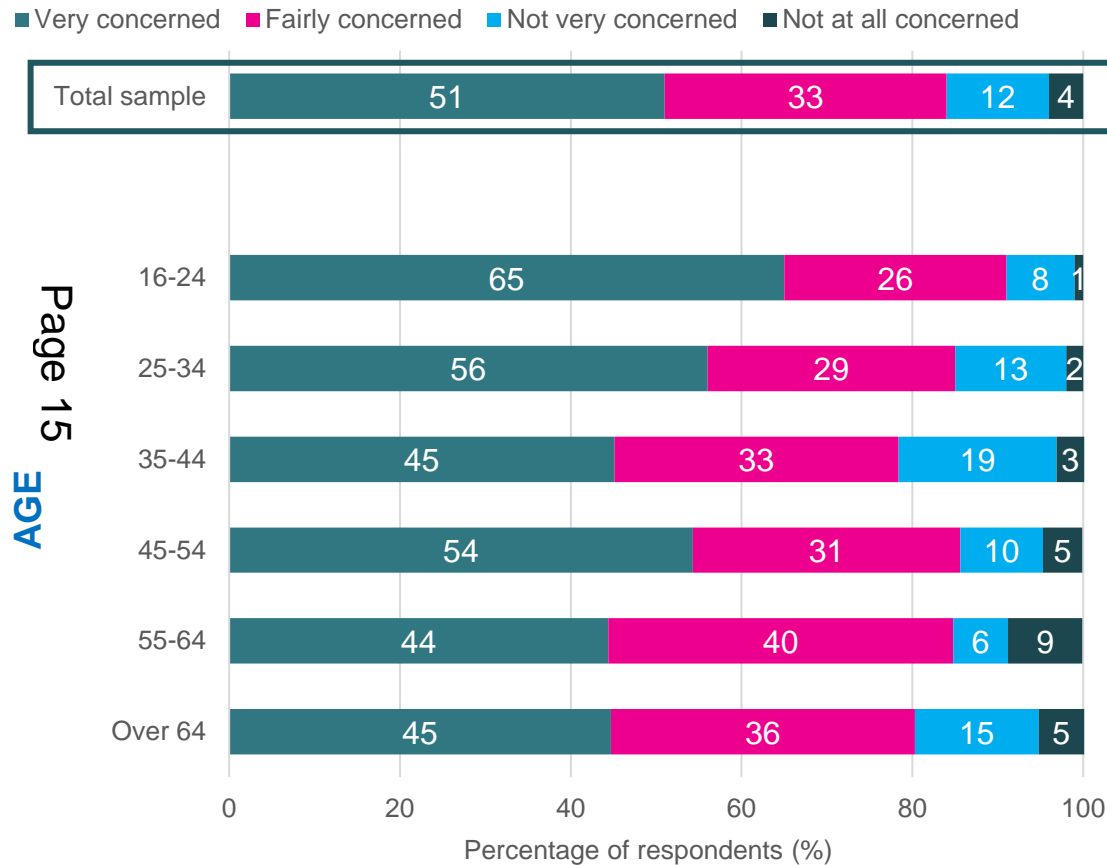
# Green city

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- Level of concern about climate change globally and its effects locally
- Awareness of 'net zero' targets
- Focus for Portsmouth City Council's activities
- Home energy efficiency and Switched On Portsmouth

# Level of concern about climate change

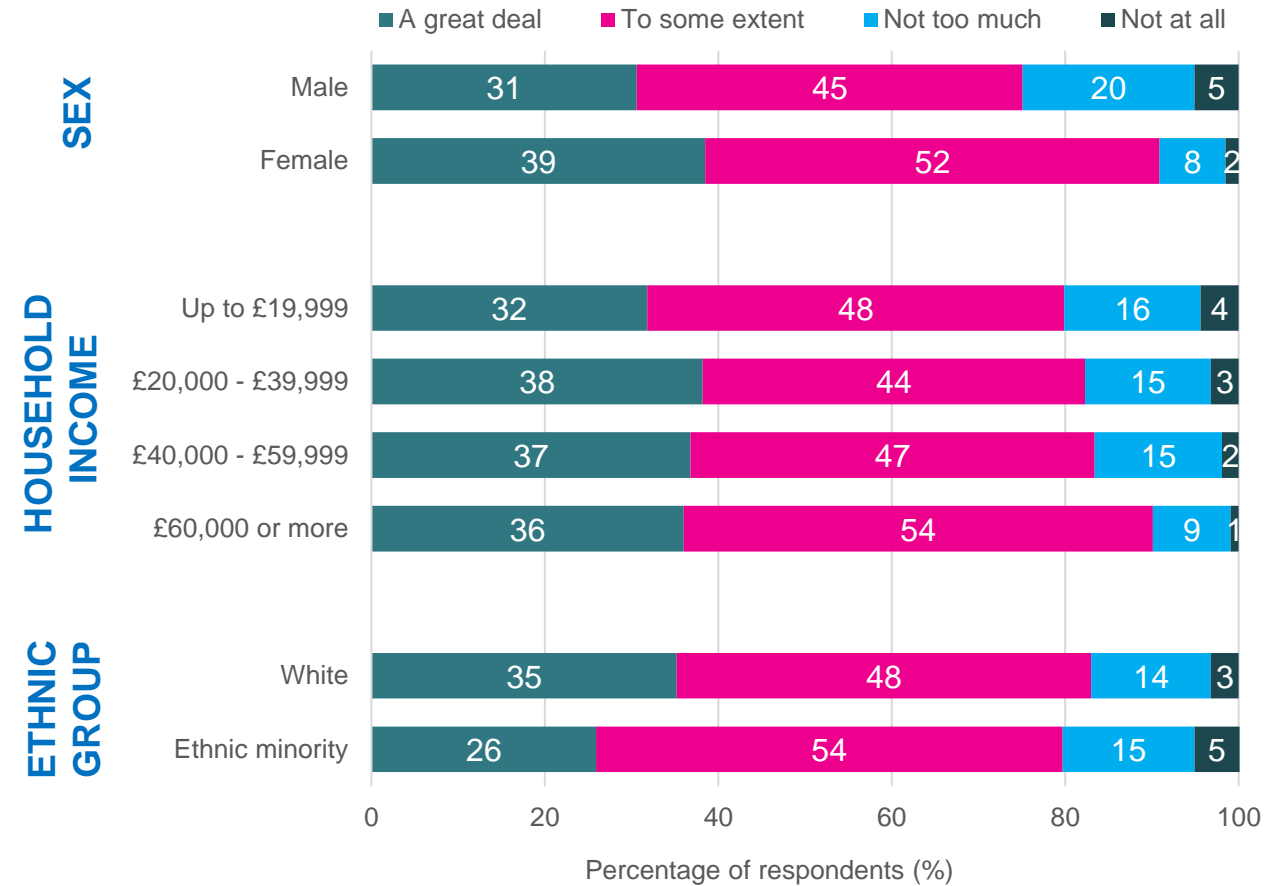
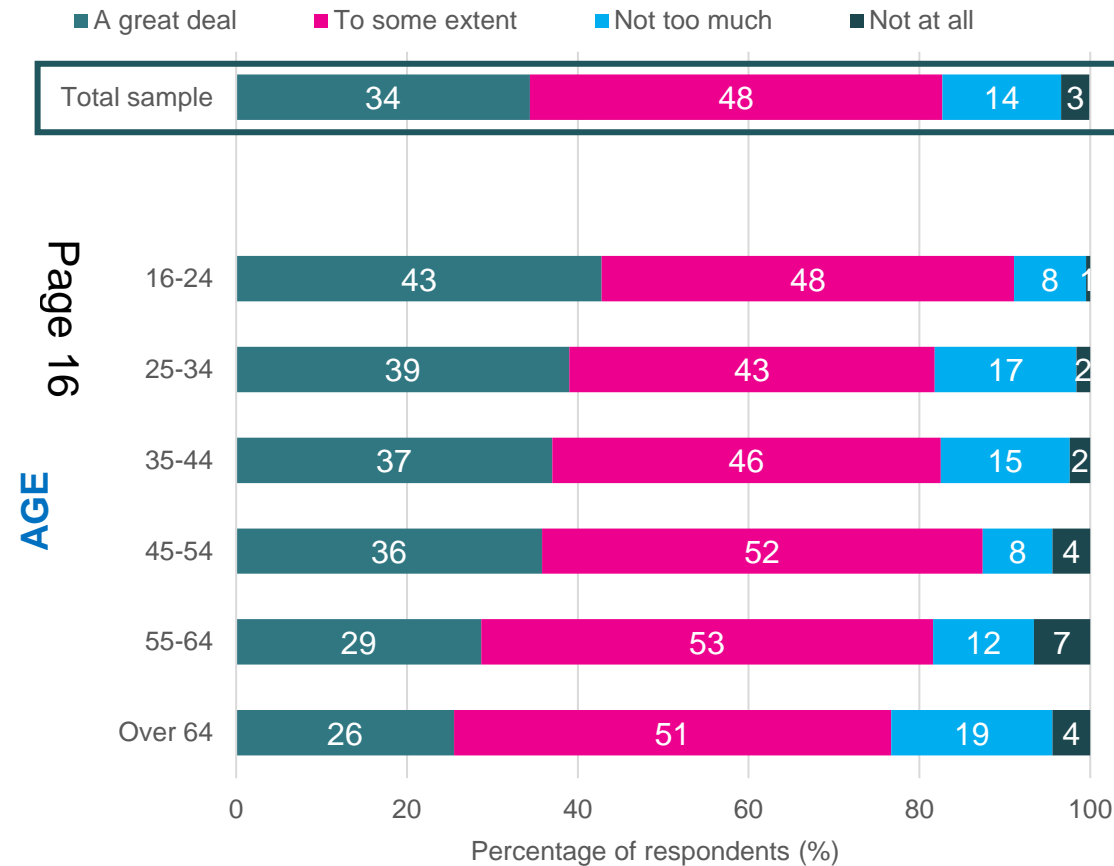
Q: **'Overall, how concerned are you about climate change?'** | Weighted base: 1,628 | 16-24: 189 | 25-34: 325 | 35-44: 259 | 45-54: 263 | 55-64: 245 | Over 64: 324 | Male: 839 | Female: 789 | <£19,999: 379 | £20,000-£39,999: 446 | £40,000-£59,999: 275 | >£60,000: 300 | White: 1,410 | Ethnic minority: 178 |



- At a total sample level, just over half of residents (51%) are 'very concerned'
- In general, the younger the resident, the more likely they are to be 'very concerned' (65% of 16-24 year olds, 56% of 25-34 year olds)
- Females, and those earning more than £60k are more likely to be 'very concerned'
- Less than 10% are 'not at all concerned' across all demographics

# Climate change in Portsmouth

Q: **'How much do you think climate change is currently affecting Portsmouth?'** | Weighted base: 1,590 | 16-24: 184 | 25-34: 321 | 35-44: 251 | 45-54: 256 | 55-64: 238 | Over 64: 320 | Male: 825 | Female: 765 | <£19,999: 366 | £20,000-£39,999: 433 | £40,000-£59,999: 273 | >£60,000: 299 | White: 1377 | Ethnic minority: 172 |

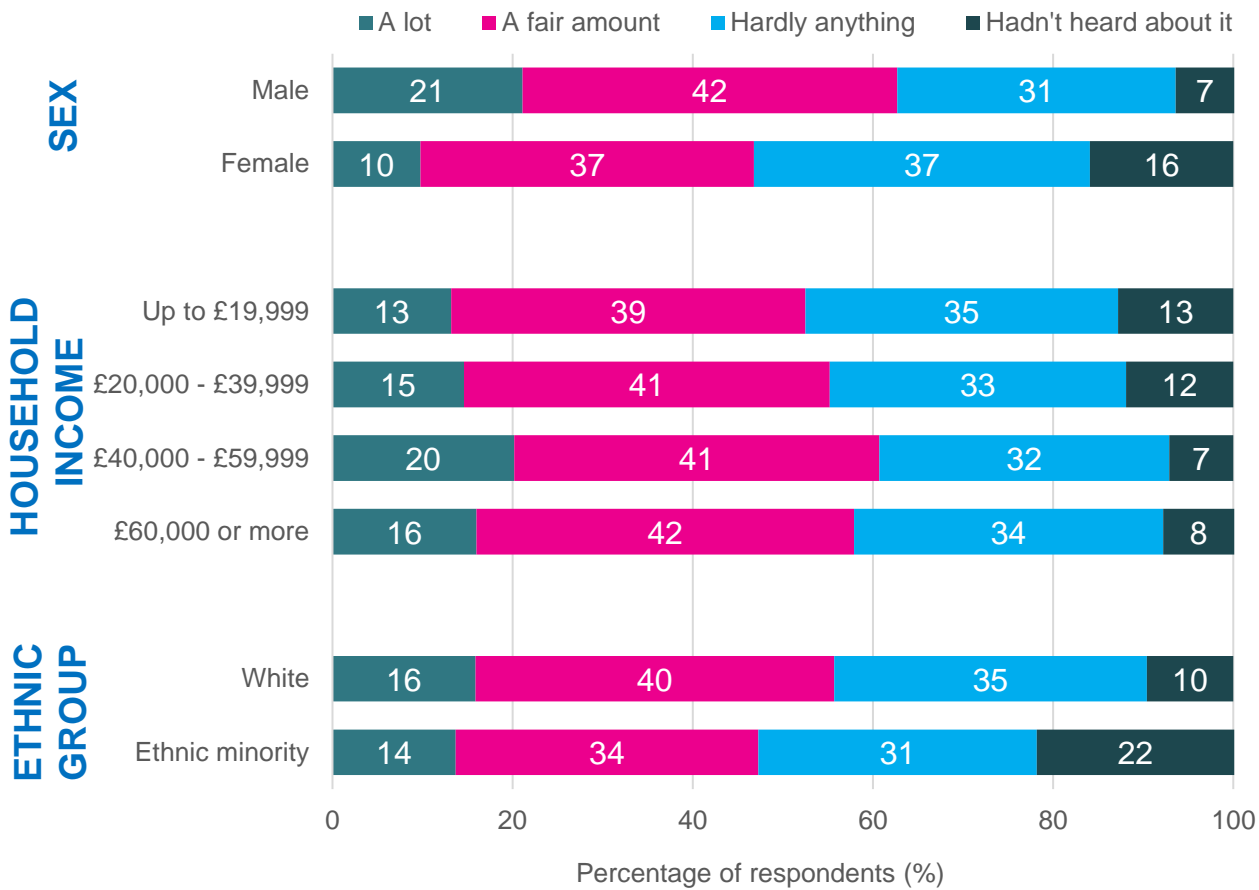
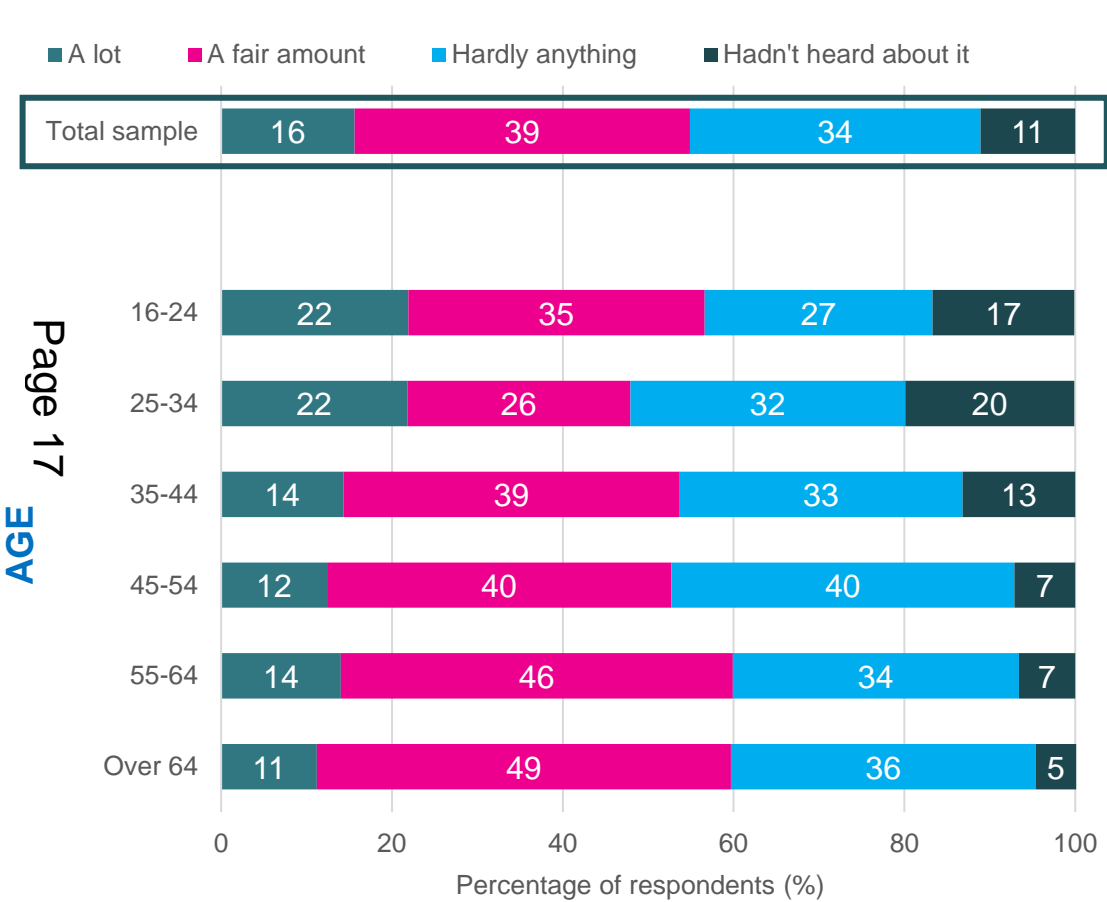


- Consistent with general levels of concern over climate change, younger residents are more likely to think climate change is affecting Portsmouth 'a great deal' (43% of 16-24 year olds)
- Across all demographics, at least 75% of residents think that climate change is currently affecting Portsmouth to some extent or more



# Awareness of the 'net zero' commitment

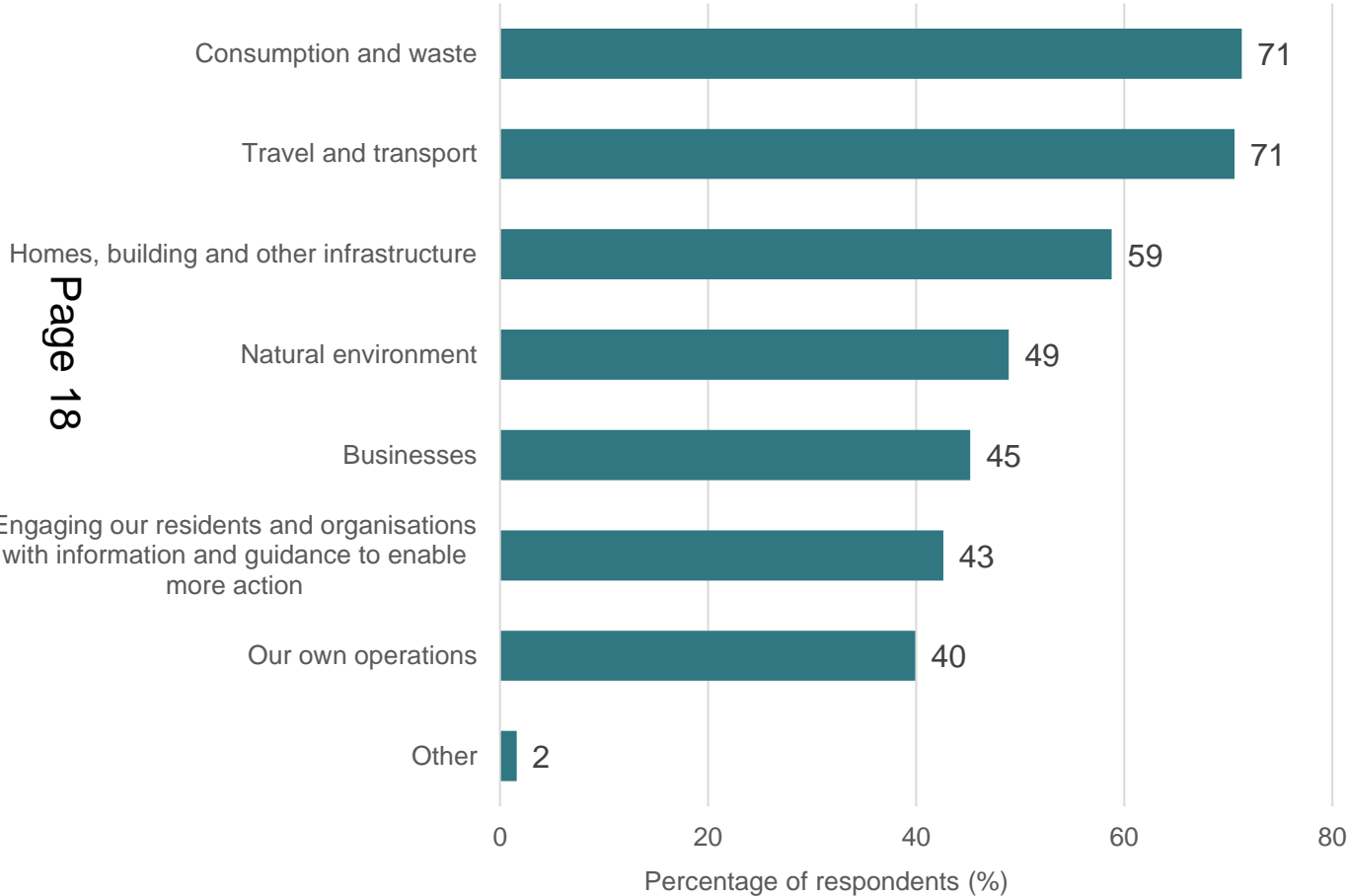
Q: **'Before today, how much, if anything, did you know about the 'net zero' commitment?'** | Weighted base: 1,629 | 16-24: 186 | 25-34: 325 | 35-44: 260 | 45-54: 265 | 55-64: 245 | Over 64: 325 | Male: 831 | Female: 798 | <£19,999: 374 | £20,000-£39,999: 445 | £40,000-£59,999: 277 | >£60,000: 300 | White: 1,407 | Ethnic minority: 181 |



- At a total sample level, only 55% of residents know 'a lot' or 'a fair amount' about the net zero commitment
- Amongst females, only 47% say they know 'a lot' or 'a fair amount' (vs 63% for males)
- Amongst ethnic minorities, only 48% say they 'know a lot' or 'a fair amount', with 22% saying they 'hadn't heard about it' vs 10% for those from a white ethnic group

# Areas of focus for climate change and reducing carbon

Q: **‘Portsmouth City Council is looking at ways it can tackle climate change and reduce carbon. Which areas do you think it should focus on most?’** | Weighted base: 1,598



### Sex

A higher percentage of females than males suggest focusing on travel and transport, the natural environment, and businesses

### Age

80% of 25-35 year olds think focus should be given to travel and transport

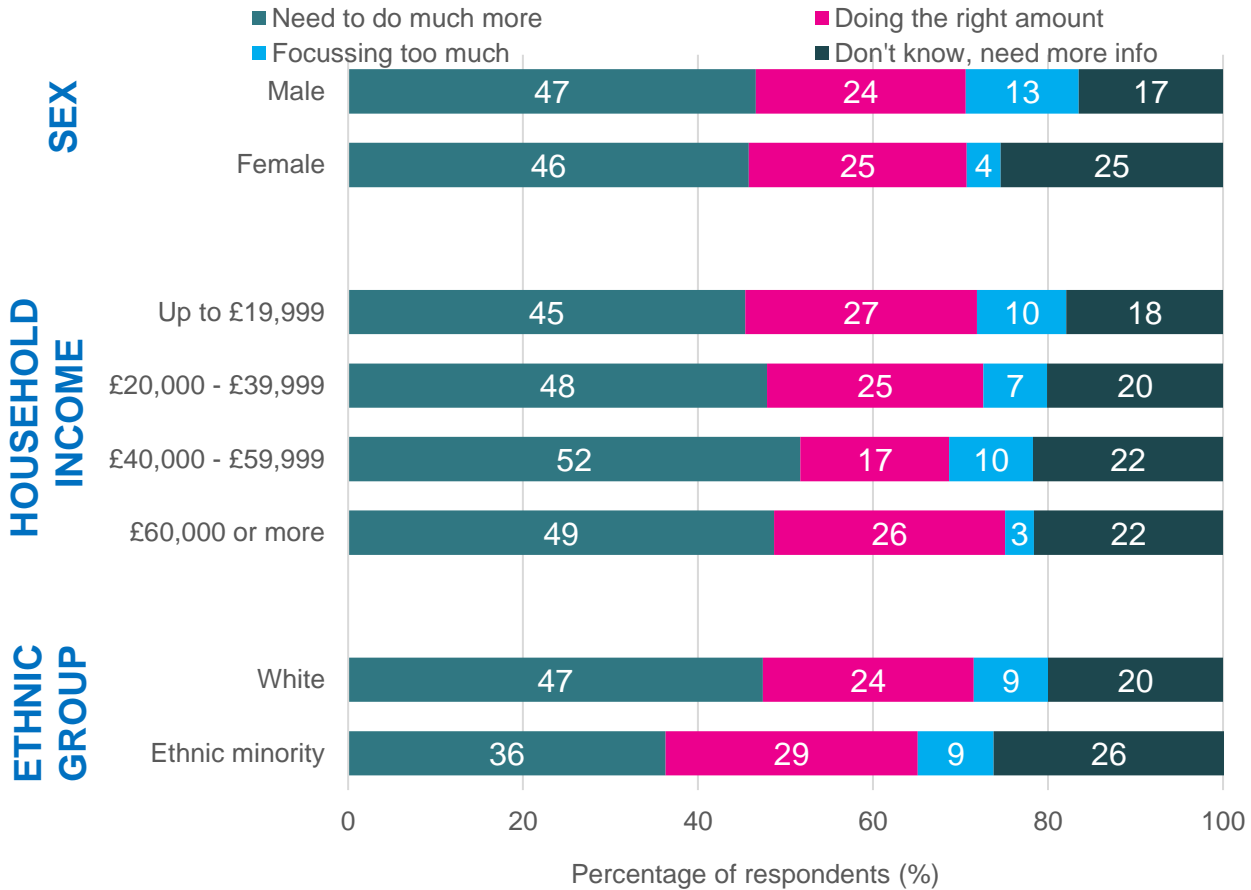
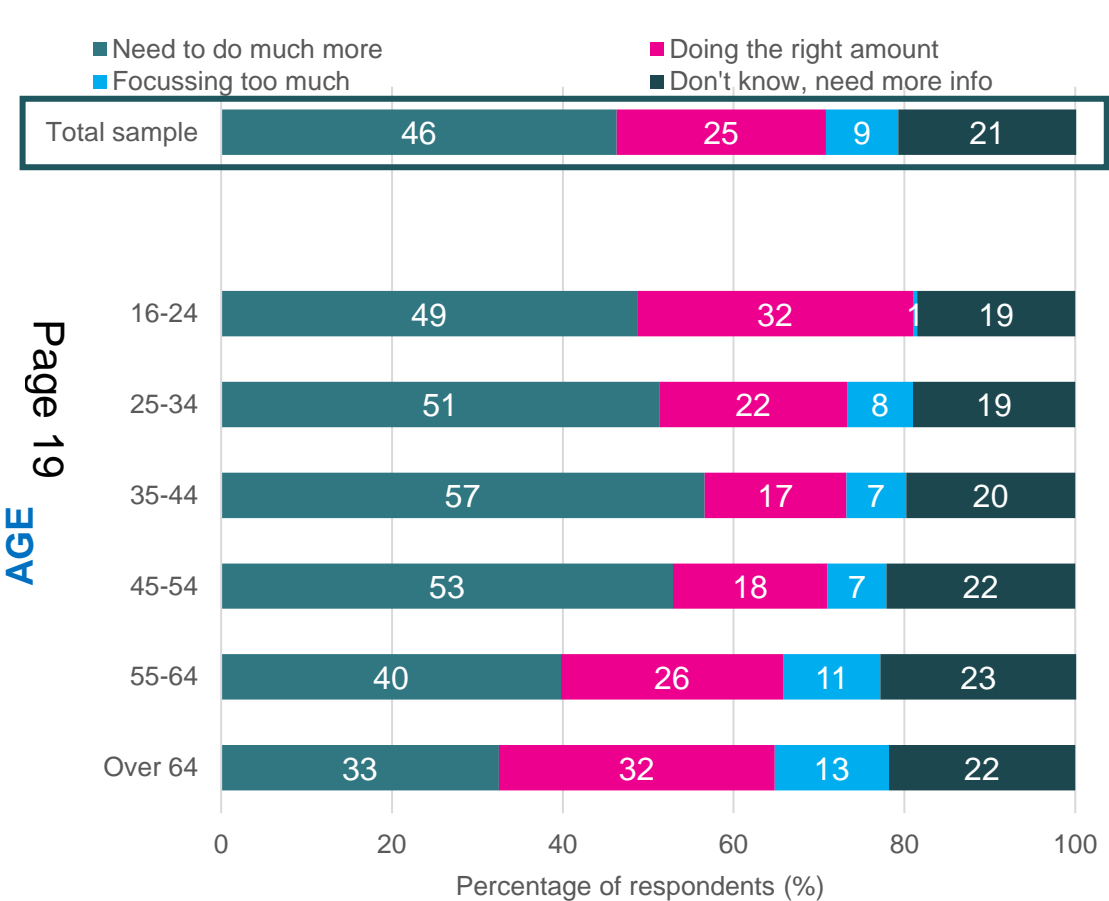
### Ethnic group

Consumption and waste (81%) and travel and transport (83%) are selected by a higher percentage of residents from ethnic minorities than those from a white ethnic group

- Consumption and waste, and travel and transport are seen as key areas of focus for over 70% of residents
- All suggested areas of focus are selected by at least 40% of residents

# Local action to address climate change

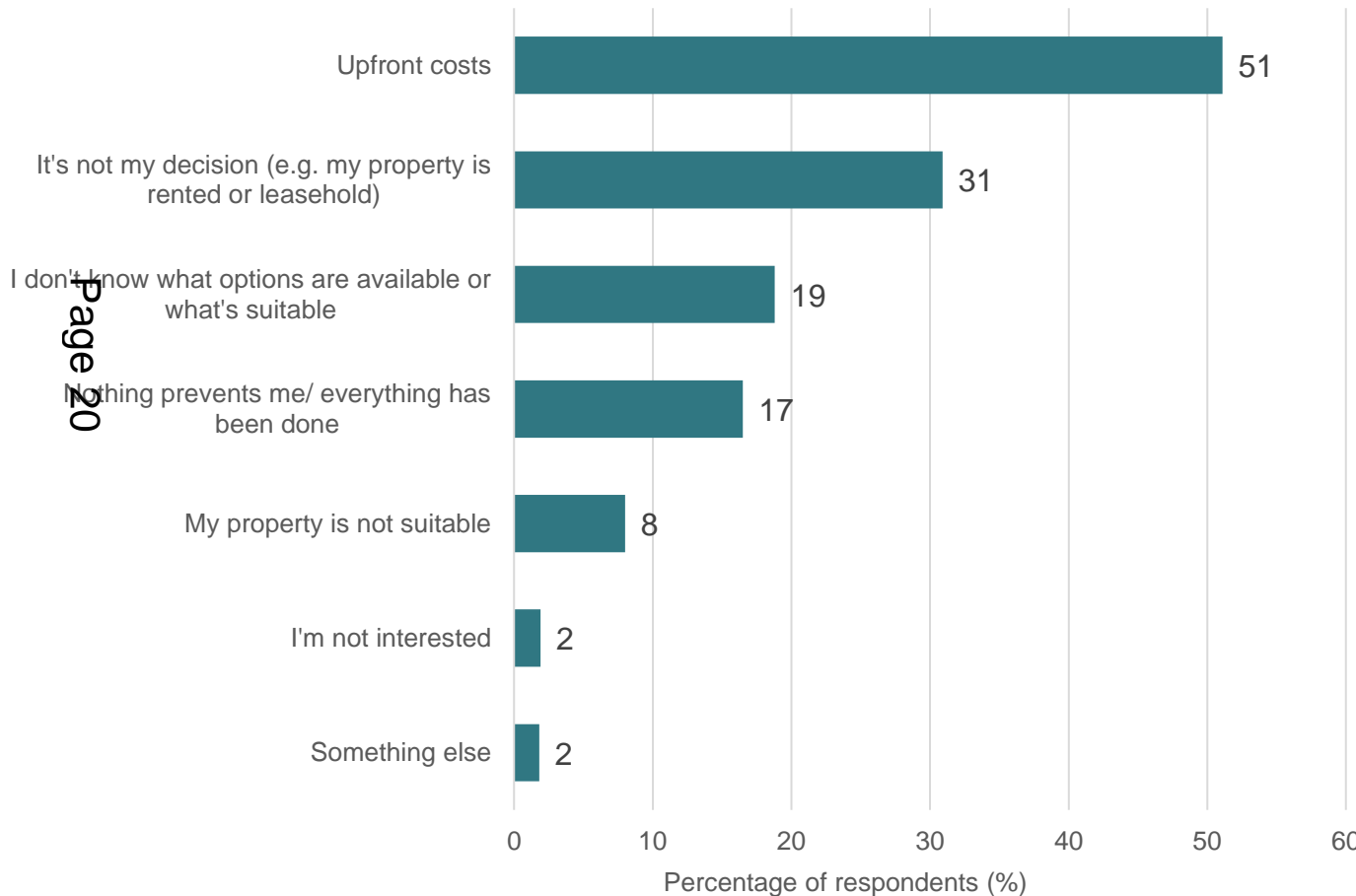
Q: **‘Do you think Portsmouth City Council is currently doing enough to address climate change?’** | Weighted base: 1,629 | 16-24: 186 | 25-34: 325 | 35-44: 260 | 45-54: 265 | 55-64: 245 | Over 64: 325 | Male: 831 | Female: 798 | <£19,999: 374 | £20,000-£39,999: 445 | £40,000-£59,999: 277 | >£60,000: 300 | White: 1,407 | Ethnic minority: 181 |



- A quarter of residents feel PCC is doing about the right amount to address climate change although nearly half (46%) feel they need to do much more
- Roughly 10% feel that PCC is focussing on climate change too much. This percentage increases with age (1% for 16-24 year olds, 13% for over 64 years)
- Interestingly, around 20% of residents feel they need more information on what PCC is doing to address climate change suggesting increased or more targeted marketing communications might be of value. This response is selected by a higher percentage of females and ethnic minorities (25% and 26% respectively)

# Barriers to improving home energy efficiency

Q: **'What prevents you, if anything, from improving the energy efficiency of your home?'** | Weighted base: 1,620



## Sex

A slightly higher percentage of females cite not knowing what the options are and that it is not their decision. A slightly higher percentage of males say their property is not suitable

## Age

Not surprisingly, younger residents are more likely to state that it is not their decision (e.g. rented accommodation). A higher percentage of older residents state that everything has been done

## Ethnic group

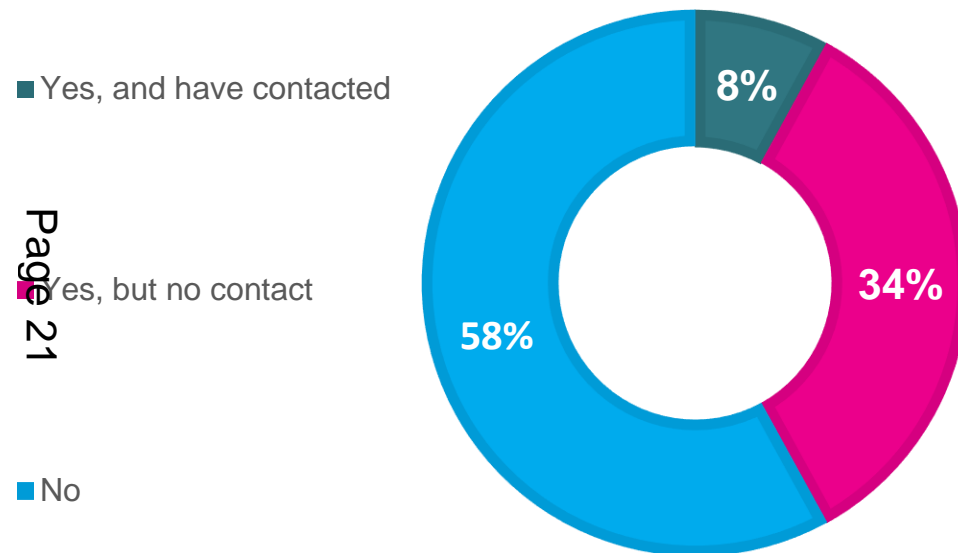
Those from an ethnic minority are more likely to report that they don't know what the options are

- Upfront costs are a barrier to improving energy efficiency in the home for 51% of residents
- A further 31% are not the decision-maker for these kind of improvements
- Around a fifth (19%) don't know what is available or what would be suitable for their home

# Awareness of Switched On Portsmouth

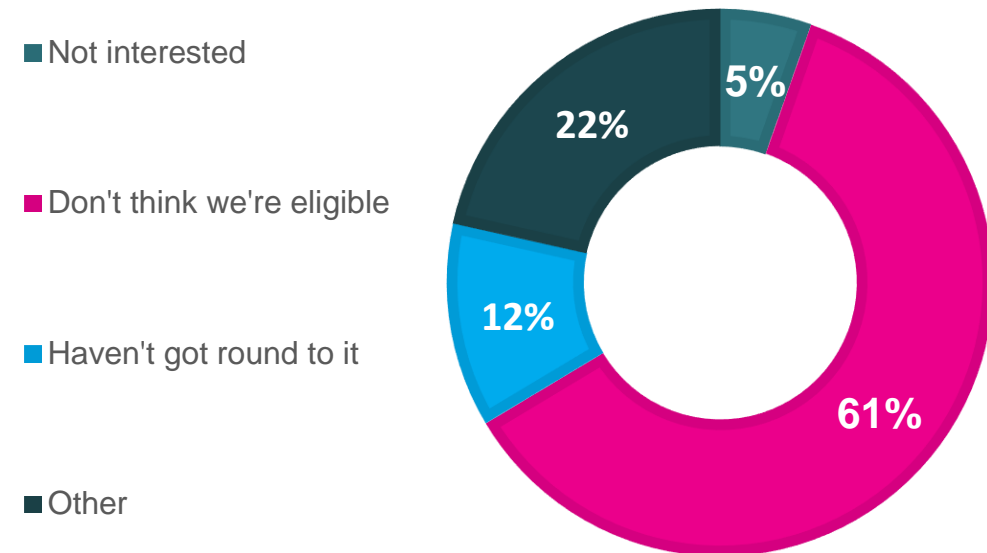
Q: 'Portsmouth City Council offers a free service for home energy advice, home visits, interest-free loans and energy efficient upgrades. Are you aware of Switched On Portsmouth?'

Weighted base: 1,621



Q: 'Why haven't you contacted Switched On Portsmouth?'

Weighted base: All those aware but not made contact: 548



**50%** Of those not aware of Switched On Portsmouth requested more information

- 58% of residents were unaware of Switched On Portsmouth and 50% of those have requested further information about the scheme
- Of those who are aware of the scheme but have not yet made contact, 61% believe that they are ineligible
- The main themes amongst those giving another reason for not contacting Switched On Portsmouth are that they are not the property owner, their property is already energy efficient, the property is not suitable, or the cost of making the changes

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