



**Sustainable
Wymondham**

Draft Strategy

March 2025

Version 1.0



1. Introduction

On 1st August 2023 Wymondham Town Council resolved to:

- 1.1. Declare a Climate Emergency to be a catalyst for change in Wymondham towards carbon neutrality;
- 1.2. Facilitate and develop a constituted group made up of town councillors, community groups, local businesses and interested residents to co-produce and set the Climate Emergency Strategy followed by an Action Plan to deliver this Strategy;
- 1.3. Ensure Carbon Neutrality is core to decision making and its impact is addressed in all committees and working groups;
- 1.4. Appeal to district, county and national government to provide the powers and resources to drive Carbon Neutrality.

Sustainable Wymondham CIC was formed as a constituted group and organised a community workshop in November 2023. This document is based on the discussions at that workshop and subsequent collaborative events to set the vision and strategy for the group to ensure the Net Zero Action Plan is achieved while ensuring there are positive social and economic benefits for all. The Strategy is a living document guided by the people of Wymondham via co-production.

2. Vision

Our vision is to develop a sustainable and thriving community in Wymondham, where residents, businesses and local organizations work together towards carbon neutrality, adapting to climate change and promoting positive environmental stewardship. This will be achieved through co-production with the many Wymondham communities.

3. Objectives

3.1 Carbon Reduction

- a) Work with the Town Council to encourage Carbon Reduction policies and activities.
- b) Promote energy efficiency and renewable energy adoption in residential, commercial and public buildings through education, incentives and partnerships with local energy providers.

- c) Encourage the transition to sustainable transportation by promoting options such as cycling, walking and public transport.
- d) Collaborate with local businesses to develop sustainable practices, reduce waste and promote circular economy principles.

3.2. Climate Resilience

- a) Conduct a vulnerability assessment to identify the town's key climate risks and develop strategies to enhance resilience.
- b) Promote sustainable land use practices including the rainwater capture and flood prevention, protection and restoration of natural habitats, promote local food production, tree planting initiatives and the creation of community green spaces.
- c) Develop a community emergency response plan to address extreme weather events and other climate-related emergencies.

3.3. Education and Awareness

- a) Raise awareness of climate change and its impacts through educational campaigns, workshops and community events while minimising climate anxiety through a positive outlook.
- b) Provide resources and information to residents and businesses on sustainable practices, energy efficiency, waste reduction and recycling.
- c) Foster partnerships with community groups, non-profit organizations and local media to amplify the message of climate action and sustainability.
- d) These objectives will be met via a website and social media alongside events.
- e) The group will ensure that all activities are low carbon impact, ie. using a website provider that uses renewables, banking with an ethical, non-fossil fuel funding bank and other services.
- f) Encourage the Town Council and other organisations within Wymondham to consider the climate impact of their service providers and switch to less impactful providers.

3.4. Collaboration

- a) Establish partnerships with neighbouring communities, local authorities and regional organizations to share best practices, resources and collaborate on regional climate initiatives.
- b) Engage with community members and stakeholders through regular consultations, public meetings and feedback mechanisms to ensure inclusivity and participation in decision-making processes.

3.5. Implementation and Monitoring

- a) Develop an action plan with specific targets, timelines and responsibilities for each objective.
- b) Establish a monitoring and evaluation framework to track progress, review the effectiveness of implemented measures and make adjustments as needed.
- c) Secure funding through grants, partnerships and fundraising efforts to support the implementation of projects and initiatives.
- d) Regularly communicate progress and achievements to the community to maintain transparency and accountability.

By implementing this comprehensive strategy, Sustainable Wymondham aims to create a sustainable, resilient and carbon-neutral community that serves as a model for others in Norfolk and beyond. Together, we can make a positive impact on our environment and secure a better future for generations to come.

4. Mindfulness

We must be mindful of the rise in Climate Anxiety. While we must all be aware of the serious impacts of climate change and recognise the failings of our modern political systems which are accelerating the problems, we must recognise that we are taking action to make positive changes to our Town and the environment. This positivity should be encouraged and celebrated in all initiatives.

5. Working Groups

5.1 Water

1. Promote the use of Rainwater Harvesting to:
 - a. Reduce the need for mains water which uses energy and chemicals to treat and pump to users;
 - b. Slow the release of rainwater (attenuation) to reduce flood risks and the release of sewage into our rivers by water companies. Attenuation also reduces runoff of agricultural chemicals into rivers;
 - c. Improve the quality of home grown food as rainwater has a lower pH than mains water in East Anglia;
 - d. Encourage business and community interaction to work with groups such as Wymondham in Bloom to promote sustainability.
2. Promote water efficiency in homes, businesses, schools and social spaces.

3. Investigate and promote sustainable drainage systems (SuDs) to control surface water runoff in and around Wymondham. The aim of SuDs are to mimic natural water management processes by allowing water to infiltrate into the ground, evaporate away, or be stored again for later use, rather than immediately diverted into traditional drainage systems. Well-designed SuDs also clean the water and reduce pollution entering drainage systems. Examples include: permeable paving, rain planters, green roofs, ponds and rain gardens.

5.2 Transport

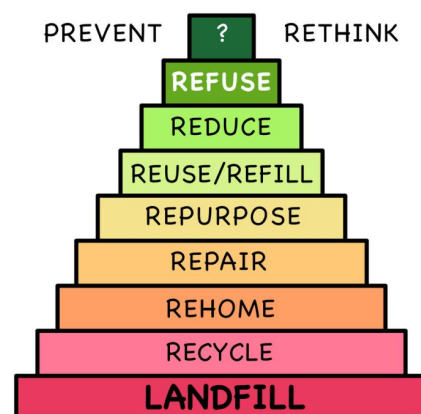
1. Promote improved pedestrian and cyclist accessibility through:
 - More footpaths; walking and cycling routes; lower speed limits; quiet lanes; more cycle parking.
2. "Keep it Local":
 - Encourage use of Wymondham for shopping and services rather than travelling to Norwich or other towns.
 - Encourage walking, cycling or public transport when visiting the town centre or local services.
3. Community Transport Initiatives:
 - Explore and promote – a volunteer network of drivers; car share/car club; transport hubs; community transport.

5.3. Waste

1. Promote understanding and adoption of the Waste Hierarchy to encourage a reduction in consumption, especially plastics. Where unavoidable, explore reuse, repurposing, repairing or rehoming before resorting to recycling.
2. Work with South Norfolk Recycling team to promote best practice to minimise waste to landfill.
3. Explore potential for and promotion of repair shops/cafes to raise awareness of current and future possibilities.
4. Promote clothes swaps and mending circles in the town.

Waste Hierachy

Ordered starting from which is best for the environment, considering resource and energy consumption, down to the worst action.



5.4 Food

1. Promote existing businesses in Wymondham which offer refills and/or sustainable packaging to customers.
2. Work with food related groups in Wymondham such as the Allotment, Community Orchard, Food Banks, etc. to promote sustainability.
3. Investigate and promote food waste initiatives to repurpose for food or composting. Encourage food sharing within the community to minimise waste.
4. Increase growing opportunities through community gardens, garden sharing or more allotment space.
5. Promote learning support to cook seasonally and with minimal impact on the environment, permaculture and composting.

5.5 Energy

1. Town Council:
 - Encourage the switch to electric vehicles when current vehicles are being replaced;
 - Encourage use of renewable energy such as solar panels and heat pumps (the new Town Hall is very energy efficient and has no need of retro-fitting);
 - Encourage switching to a green energy provider.
2. Community Energy:
 - Promote understanding of retro-fitting as the first consideration when reducing carbon use in homes;
 - Promote renewable energy options such as solar panels and heat pumps;
 - Explore and encourage options around Community Energy.

5.6 Nature

1. Promote the principles of supporting and enhancing biodiversity in parks, gardens and other open spaces such as road verges by:
 - removing the use of pesticides and other chemical use on plants;
 - adopting the “no mow” seasonal approach to grassland and meadows.

6. Other Notes from the Co-production Event

It was recognised that the engagement created by Wymondham Town Council declaring a climate emergency and facilitating the creation of Sustainable Wymondham had increased the sense of community within Wymondham. Existing groups such as Greening Wymondham and the Eco-Churches will work together to drive the common goal of carbon neutrality. The proactivity of the Town Council was recognised and supported.

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