



Contact: Governance Services

4 July 2023

You are requested to attend a meeting of the WELWYN HATFIELD BOROUGH COUNCIL CLIMATE CHANGE SUB-GROUP to be held on Wednesday 12 July 2023 virtually via Zoom (Meeting ID and Password to be circulated).

**AGENDA**  
**PART 1**

1. **SUBSTITUTION OF MEMBERS**

To note any substitution of Members made in accordance with Council Procedure Rules.

2. **APOLOGIES**

3. **MINUTES**

To confirm as a correct record the Minutes of the meeting held on 8 March 2023 (previously circulated).

4. **NOTIFICATION OF URGENT BUSINESS TO BE CONSIDERED UNDER ITEM 10**

5. **DECLARATIONS OF INTERESTS BY MEMBERS**

To note declarations of Members' disclosable pecuniary interests, non-disclosable pecuniary interests and non-pecuniary interests in respect of items on the Agenda.

6. **WENTA'S ACTION ZERO PROGRAMME (Pages 3 - 8)**

Report of the Executive Director (Place) on Wenta's Action Zero Programme.

7. **GENERAL UPDATE ON CLIMATE CHANGE**

Verbal update from officers on work the Council have been doing on Climate Change.

8. HERTFORDSHIRE CLIMATE CHANGE AND SUSTAINABILITY PARTNERSHIP (HCCSP)

Verbal update on the work of the Partnership from Cllr P. Zukowskyj, Executive Member for Climate Change.

9. EXCLUSION OF PRESS AND PUBLIC

The Committee is asked to resolve:

That under Section 100(A)(2) and (4) of the Local Government Act 1972, the press and public be now excluded from the meeting for Item 10 on the grounds that it involves the likely disclosure of confidential or exempt information as defined in Section 100(A)(3) and Paragraphs 2 (Information likely to reveal the identity of an individual), and 6 (Statutory notice or order) of Part 1 of Schedule 12A of the said Act (as amended).

In resolving to exclude the public in respect of the exempt information, it is considered that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

**PART II**

10. SUCH OTHER BUSINESS AS, IN THE OPINION OF THE CHAIRMAN, IS OF SUFFICIENT URGENCY TO WARRANT IMMEDIATE CONSIDERATION

<u>Circulation:</u>	Councillors	J.Weston (Chairman)	J.Lake
		R.Grewal	G.Moore
		A.Hellyer	A.Nix
		S.Kasumu	

Leader of the Council and Executive Member (Climate Change)  
(P.Zukowskyj)

**If you require any further information about this Agenda please contact Governance Services Unit by email – [democracy@welhat.gov.uk](mailto:democracy@welhat.gov.uk)**

# Agenda Item 6

## Part I

Main author: Lisa Devayya

Executive Member: Cllr Paul Zukowskyj

WELWYN HATFIELD BOROUGH COUNCIL  
CLIMATE CHANGE SUB-GROUP – 12 JULY 2023  
REPORT OF THE EXECUTIVE DIRECTOR (PLACE)

## **WENTA'S ACTION ZERO PROGRAMME**

### **1 Executive Summary**

- 1.1 The motivation for businesses to take action to reduce their Green House Gas emissions is manifold, however many SMEs do not know where to start.
- 1.2 Wenta is an **independent, not-for-profit, social enterprise** that exists to make it easier and greener to start and run a successful business.
- 1.3 Wenta's Action Zero programme has been designed to help small businesses tackle climate change, reduce their carbon footprint, and to produce greener goods and services, creating a more sustainable future.
- 1.4 The programme offers subscription levels that focus on four key areas, as Wenta recognised that every business is at a different stage. The four levels are bronze, silver, gold, and gold plus.
- 1.5 The offer to the council is 100 Silver memberships (for £9,999 which Wenta will upgrade to Gold, worth an additional £1,800).
- 1.6 The council will be invoiced monthly, which will ensure that payment is only required for the number of businesses that subscribe to the programme.

### **2 Recommendation(s)**

- 2.1 That Members of the Climate Change Sub-Group approve drawing down up to £9,999 of the Climate Change earmarked reserves to support a maximum of 100 SMEs achieving gold status within the Wenta Action Zero Programme.

### **3 Explanation**

- 3.1 The borough's business community is dominated by SMEs (99.4%). They therefore have a crucial role to play in tackling climate change.
- 3.2 Many SMEs do not have the right skills and knowledge to tackle the climate crisis and guidance is needed before they can understand the actions, they need to take to reduce their carbon emissions.
- 3.3 The council's Climate Change Strategy has committed to: -

*To work with, support, encourage and engage residents, communities, businesses and other partners in initiatives to reduce carbon emissions.*

*To achieve our objectives, we will need to support all residents, businesses, and organisation within the borough. To deliver fundamental and lasting changes, we must encourage, empower, and enable our residents, local businesses, and wider*

*community to take personal decisions that reduce their own carbon footprints and help us meet our goals.*

*The council will continue to provide information through the main website and where possible, direct residents and businesses in ways to reduce their carbon footprint through available grants and schemes.*

- 3.4 The Wenta Action Zero programme will enable SME businesses to receive all Zero Bronze, Silver, and Gold content over the course of a year. Content will include causes of climate change, carbon foot printing, targets, and planning and 1:1 time with a dedicated adviser.
- 3.5 Since the Summer of 2022, Wenta has secured over 1,000 subscriptions for businesses locally, nationally, and internationally. Stevenage Borough Council agreed to purchase 100 Silver subscriptions for Stevenage businesses which were upgraded to Gold. 49 businesses have subscribed and of these, 39% have operated their business for more than three years, so understand that to stay ahead of the competition you need a green agenda. Wenta's Action Zero Programme is the perfect solution to meet small business needs.
- 3.6 Each business that signs up will receive a login for one person within the business to start their Action Zero journey.
- 3.7 Each business will receive an introductory newsletter, and an explanation that the offer is for one year to begin their Net Zero Journey, after which they can continue to subscribe independently. This enables the council to create further offers for Year Two and onwards helping more businesses and having a more positive impact on the area.
- 3.8 The council will receive a quarterly report on the number of sign-ups. Wenta will share the businesses postcode, date of sign-up and age of business.
- 3.9 Wenta will provide case studies to the council on businesses in the area who have made significant progress.
- 3.10 In addition to the climate change benefits reduction in energy use will see the businesses benefit financially and this will improve prosperity within the Borough as a whole.

## **Implications**

### **4 Legal Implication(s)**

- 4.1 There are no Legal implications contained in this report.

### **5 Financial Implication(s)**

- 5.1 There is a potential cost to the Council of up to £9,999. This will be funded from the reserves earmarked for Climate Change Proposals.

### **6 Risk Management Implications**

- 6.1 The risks related to this proposal are:

6.2 There is a risk that uptake may be low, and the target number of subscriptions will not be met. As the Council only pay WENTA when businesses take up subscriptions this will not result in overpayment. Risk: Medium, Impact Very Low.

6.3 There is a risk that the scheme may be oversubscribed. In this instance the businesses may place pressure on the Council to provide further funding. This would be for the Council to consider and either reject or approve at the time. Risk: Medium, Impact Low.

## **7 Security and Terrorism Implication(s)**

7.1 None

## **8 Procurement Implication(s)**

8.1 There are no procurement implications contained in this report.

## **9 Climate Change Implication(s)**

9.1 Collectively, small, and medium-sized enterprises (SMEs) make a significant contribution to carbon emissions. Transformative changes are needed to achieve Net Zero amongst the SME community, but many do not know where to begin.

9.2 Wenta's Net Zero Action Programme will support businesses to tackle climate change, reduce their carbon footprint, and to produce greener goods and services, creating a more sustainable future.

## **10 Human Resources Implication(s)**

10.1 There are no human resource implications contained in this report.

## **11 Health and Wellbeing Implication(s)**

11.1 Reduction in carbon emissions will have a beneficial impact on the general health and wellbeing of residents of the Borough.

## **12 Communication and Engagement Implication(s)**

12.1 A communications and marketing plan will be developed with the council's Communications Team in advance of the programme launch.

12.2 Wenta will carry out their own marketing campaign to include promotion across social media channels, newsletters, and direct marketing campaigns.

## **13 Link to Corporate Priorities**

13.1 The subject of this report is linked to the Council's Corporate Priority: Evolving Town Centres and a vibrant economy, and specifically to the achievement of supporting businesses as they prepare for the future.

## **14 Equality and Diversity**

14.1 An EqIA was not completed because this report does not propose changes to existing service-related policies or the development of new service-related policies.

Name of author            *Lisa Devayya*  
Title                        *Economic Development Officer*  
Date                         4 July 2023

**Appendices**

- Wenta's Action Zero Programme Levels

## Wenta's Action Zero Programme

- **Zero Bronze – ENGAGEMENT.** An introduction Zero Bronze, Climate Change and Net Zero, a taster webinar on climate science, a taster webinar on climate scenarios, a newsletter, access to an experienced Net Zero and Business Advisor, your Zero Bronze Badge, and an introduction to Silver – what to expect from the next subscription level. This is all FREE
- **Zero Silver – EDUCATION.** Everything in Zero Bronze, plus E-learning content: Causes of Climate Change – how climate is changing/impacts of climate change/climate change mitigation/climate justice/climate in society, exclusive webinars: Climate Emergency and Net Zero, Talking about Climate Change, Business Opportunities in the Green Economy, and Technologies for Decarbonisation. Zero Silver Badge. Your own dedicated Action Zero Advisor. Also, an introduction to Gold – what to expect from the next subscription level. This is all £8.49 per month
- **Zero Gold – ACT.** Everything in Zero Bronze, and Zero Silver, plus an introduction to Gold, E-learning content: Carbon Footprinting, target setting and planning, publishing your plan and exclusive webinars: Carbon Footprinting for your Business, Setting Targets and Planning, Your Net Zero Report, and Reporting Net Zero. 1:1 with your dedicated advisor. Gold Badge. An introduction to Gold+ - what to expect from the next subscription level. This is all £9.99 per month
- **Zero Gold+ - INSPIRE.** This subscription is only available one-year after completing Gold. This is because you need to get a one-year validation certificate, so this level has been designed to help with setting targets for your Year Two Plan. You receive access to all content in Zero Bronze, Silver, and Gold. Once your annual emissions reduction review has been completed, you receive a Zero Gold+ ACCREDITED Badge. This final step is £11.99 per month

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