

Appendix 1: The 12 Goals

The 12 Goals of Exeter City Futures were derived through extensive engagement with resident and businesses of Exeter. The work of ECF CIC and the 12 Goals were presented to the Place Scrutiny Committee on 13th September 2018.

Reliable Journeys and Resilient Roads: *Journey times in Exeter will be reliable and the transport network will be resilient to major incidents.*

Arguably, traffic congestion is one of the biggest problems facing Exeter today. A growing population and increases in people living in, visiting and working in the city mean that this will only become a bigger challenge and a potential inhibitor to future economic growth and quality of life. The road network already lacks resilience to major incidents on the motorway and any further development of land for housing and employment will potentially have a negative impact on the City's road network and safety when using it.

Devon County Council, as the Transport Authority, are working with Exeter Council and local transport providers to manage the impact of traffic on the highway network and are implementing a range of congestion management solutions. However, financial constraints are restricting what can be done by any individual authority or organisation alone to mitigate the impact of continuing economic growth.

As Exeter continues to grow and we build the housing numbers required to support this growth it is critical that we find a way to work together to ensure that we can meet our vision of a safer, more connected city that remains to be a great place to live.

Renewable Energy Access for Everyone: *All residents will have access to locally generated renewable sources of energy.*

Energy is essential to our City. It provides heat for our homes, powers our transport and keeps our healthcare system running. In a world where natural resources are limited, establishing an affordable, locally generated green energy supply is vital to maintain our quality of life and to improve Exeter's energy security and resilience.

Meeting this goal will require access to new renewable generation technologies, increased public and private investment, a strong and engaged community who want to make change and a focus on regulatory frameworks and innovative business models that can transform our local energy systems.

Exeter is strongly committed to renewable energy. Over the past decade the City has established a community-owned energy co-op, deployed renewable generation across public sites and delivered large-scale district heating networks in partnership with the private sector. But we can, and must, do more.

Clean Air for Exeter: *Exeter will have clean air through the reduction of pollutants from private cars and fossil fuels.*

Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. There is also often a strong correlation with equality issues,

because areas with poor air quality are also often the less affluent areas. The annual health cost to society of the impacts of particulate matter alone in the UK is estimated to be around £16 billion.

Air quality in Exeter is affected by a small number of hot spots where levels of nitrogen dioxide are above government objectives. These are along the Heavitree corridor (at Livery Dole junction, Fore Street Heavitree, East Wonford Hill and Honiton Road), Alphington Street and the Blackboy Road/Pinhoe Road junction. All these are included within Exeter's Air Quality Management Area, an area where the Council will bring forward and facilitate actions to improve air quality. In the majority of the city, outside these areas, pollution levels are below the government objectives.

Exeter is exploring ways that it can improve air quality in the city. We have a legal responsibility, but also a political desire to do more.

Half of all journeys walked or cycled: *50% of Exeter originating trips to be made on foot or bicycle.*

Exeter has set its sights on reaching 50% of all journeys within the City being made on foot and cycle. This means that the way we travel around our city, to access employment, education or services, needs to change significantly from how it is today.

Overall, Exeter is a healthy place to live. But some areas in the city have poorer health outcomes than others. Similarly, although prosperity overall in the city has grown in recent years, the health inequalities gap between the most and least well off areas has increased.

We know that active and healthy lifestyles bring wider benefits to individuals and communities, and can help tackle strategic challenges. In particular, more people leading active lives could reduce health inequality, tackle congestion, improve community connectivity and reduce social isolation.

We aspire to create a high-quality and accessible built environment and green spaces across Exeter that encourages the use of active transport. This will need to be supported by the right infrastructure (like changing and storage facilities) and a comprehensive network of safe routes, to ensure that most everyday journeys are made by walking and cycling.

Affordable Healthy Homes for Everyone: All residents will be able to live in an affordable home which is energy efficient and healthy; fuel poverty will be reduced.

Rising energy prices, energy inefficient housing and low incomes have resulted in high levels of fuel poverty across the UK. The adverse health effects of living in a cold, poorly ventilated home are well-established, ranging from cardiovascular and respiratory problems to depression. There is also evidence of wider social impacts, such as social isolation, with some people having to make choices between heating their home or buying the food they need.

An energy efficient home reduces wasted energy usage and its demand for non-renewable energy resources. It may also offer healthier and cleaner living conditions through better ventilation and maintenance of moderate temperature. A financial saving may also occur in an energy efficient home. There are a range of energy saving measures that can be applied to existing homes and also new standards emerging for the building of new homes.

We are seeking ways to improve the efficiency of new and existing homes while ensuring that we don't make them less affordable for those who want to live in them.

Reducing the Dominance of Cars: *Cleaner, more efficient public transport and reduced dominance of cars in the city centre making more attractive public places.*

Exeter's vision is to be the most active and accessible city in England. We will work with our partners to make Exeter a city where shared and active travel is promoted and where transport is not a barrier to accessing education, jobs, services or social activities

We want a City where sustainable means of travel will be cheaper, quicker and more convenient than private car ownership. Where land currently dominated by driving and parking will be freed up for social and economic activities and where air will be clean and healthy.

Delivering this Goal will create a city where everyone has access to the places and services which enable them to meet their needs and lead fulfilling lives

Reduced Energy Consumption: *The overall energy consumption of residents and businesses in Exeter will be reduced by 30%*

Greater Exeter consumes 10TWh of energy every year – enough to make 368 trips to the moon or to drive around the Earth 1.5 million times. This use is set to grow. Existing energy consumption patterns already cost our residents and businesses over £900m each year; a significant cost to many families and a particular burden to those in fuel poverty.

Exeter City Council have already reduced energy consumption by 37% and are on track to deliver an energy-neutral council by 2022. However, the wider city region has a tremendous opportunity to go so much further. There needs to be more progress made regarding integrating renewable energy into our buildings, transport systems and local industry.

Working towards this goal is especially important as it interlinks with several of the other goals for Exeter. Focusing on renewable energy and increased energy efficiency is crucial to creating more sustainable and inclusive communities and resilience to environmental issues.

Smart Energy Measurement for Everyone: *Residents & businesses will have access to the right tools to measure and understand energy use in order to reduce consumption & increase energy efficiency*

The “smart energy home” of the near future is likely to include smart meters, vehicle-to-grid technology, home control, onsite generation and energy trading systems.

Having access to high-quality energy consumption data can give people greater understanding and control over their personal energy use. The latest in data analytics and monitoring technology can actively empower the customer to save money through improving their understanding of energy usage. However, it is critical to consider how this data can support disadvantaged groups who may be less able to understand or action the information provided by “smart meters” and complimentary energy monitoring solutions; how do we ensure that the benefits of the “smart energy home” can be enjoyed by all. More sophisticated monitoring solutions can help increase the energy efficiency and savings of homes and businesses through personalised recommendations, even continuously health-checking their current energy tariff and recommending cheaper alternatives.

Achieving this goal will see households and businesses across our City using data and analytics to save money on their total energy bills, to increase their understanding of and control over energy use and, in so doing, contributing towards a more sustainable Exeter.

Self-financing City: *Exeter will have the finance & capability to develop in a way that delivers affordable homes, reduces relative congestion & embraces the energy independence values of the city.*

Transformation and innovation in a city development means different things to different people. There are a wide variety of projects and ideas with varying outcomes that lead to our urbanisation goals. However, stakeholders city-wide all agree that the failure of cities to truly deliver lasting transformation and develop long-term solutions to its urbanisation challenges lies in the lack of adequate funding.

Transformation projects often attract initial grant funding for technology development but then suffer from poor business models and a lack of commercial, sustainable profits to ensure consolidation and expansion. These initiatives often fail, the answer to this problem lying in a robust sustainable financing model.

Cities need to view urban transformation, development, and innovation as a single self-supporting programme. It is not enough to design energy-positive, car-free urban developments from an architectural or technology perspective. The financing should be holistic too, with traditional property development directly funding innovative mobility initiatives and renewable start up programmes. The goal of a self-financing city is to implement a commercial city financing programme, with asset development-backed innovation projects that does not rely on grants.

Waste as a Resource: *Waste will be seen as a resource and recycled wherever possible; waste collection and deliveries will be made via operationally and energy efficient means.*

Waste is not just an environmental problem for cities around the world, contributing to air, land and water pollution, but low recycling rates are an economic loss as well. In Exeter the recycling rate was 30% at the end of 2017, below the national average of 45% in 2016. By recycling more, and optimising waste collection and deliveries, we can both reduce pollution in the City and generate new income that will help us to become more financially sustainable.

Achieving the goal of Exeter City Futures for waste to be seen as a resource will involve increasing the awareness of residents and businesses about waste disposal and management. It will also require the City to assess and improve the logistics of the waste collection vehicles in order to minimise the time they spend in the city centre.

The environmental benefits of achieving this goal are not just about landfill or plastic in the ocean. By optimising waste collection and delivery we can reduce the number of heavy-load vehicles on our roads, alleviating congestion, reducing fuel consumption, and improving air quality. By increasing recycling more waste can be resold and repurposed, feeding into our economy. Although the circular economy is at the heart of this goal it will also help us to solve transportation and energy challenges in Exeter as well.

Buildings that Make More than They Take: *New building developments will generate more energy than they consume; waste energy will be captured for reuse.*

New development is expected to add 29,600 dwellings to the region's stock by 2025 which could see domestic energy demand grow by up to 384 GWh (13%). A shift to the development of buildings that produce more energy than they consume is necessary if we are to tackle the expected increase in energy demand from this new development.

Positive energy buildings are technically feasible and with increased uptake are likely to become cheaper and more accessible the more. However, in order to do this we need to see

transformation in construction methods, energy generation technologies and City energy markets. There is significant opportunity for Cities and governments to develop regulatory policies that drive uptake by increasing mandatory energy performance with incentives and voluntary measures.

Working towards this goal is especially important as it interlinks with several of the other goals for Exeter. New developments that positively contribute to city energy use will mean that less onshore generation development and retrofitting of older building stock will be required.