

REQUEST FOR DIRECTOR DECISION – DD2572

Title: Grow Together London: Community-Led Climate Justice

Executive Summary:

Hubbub UK's Grow Together London programme is a strategic grants and mentoring framework that will deliver five community-led projects across London for environmental and social benefit.

Projects will address environmental inequalities experienced by lower income Black, Asian and minority ethnic communities in areas particularly affected by climate change, where there is poor air quality and a lack of access to green space. The projects will also enhance social cohesion and improve health and wellbeing for residents.

Each project will be led by a Local Authority or Housing Association, co-created and co-governed by a grassroots community organisation and local community members in order to solve hyper-local issues with innovative environmental solutions.

The programme follows on from the work undertaken under the Civic Futures Pilot Project, Greener Together (approved under cover of ADD2484), a community-led programme in Newham. This explored collaborative approaches to tackling environmental, social and racial injustices. We wish to apply the learnings through this framework.

Decision:

That the Executive Director of Good Growth approves expenditure of up to £100,000 by way of the award of grant funding to towards Hubbub UK as a contribution to its costs of its Grow Together London programme.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Philip Graham

Position: Executive Director, Good Growth

Signature:

Date: 21/2/22



PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Introduction

- 1.1. The London Recovery Board's programme for recovery from the Covid-19 pandemic seeks to build back better; and to make London a greener, fairer and safer place to live and work. Accelerating the delivery of a cleaner, greener London is one of the Board's five core aims.
- 1.2. As part of the recovery programme, the Green New Deal mission, jointly co-ordinated by the GLA and London Councils, aims to tackle the climate and ecological emergencies, and improve air quality by doubling the size of London's green economy to accelerate job creation for all. This mission has four overarching objectives:
 - improve London's natural environment, improve air quality, and tackle the climate and ecological emergency
 - promote and incentivise activities that sustain and grow London's green economy
 - prioritise interventions reducing health inequalities and social injustices
 - engage Londoners and businesses in the journey to become a zero-pollution and greener city.
- 1.3. Given the work the GLA is doing to put London at the forefront of global green policy, 2022 represents a major opportunity to engage Londoners in environmental issues and the work.
- 1.4. Key themes for GLA's engagement work are equity; protecting the most vulnerable; and inspiring younger generations for change.
- 1.5. Lower-income Black, Asian and minority ethnic communities in London are disproportionately affected by environmental factors such as poor air quality and lack of access to green space. These lead to longer-term health inequalities – a fact starkly highlighted by the pandemic. Yet these same communities are under-represented in many environmental programmes and groups, and so their voices are too often unheard by decision-makers.
- 1.6. The GLA intends to work with a number of partners to make London an exemplar city in terms of engaging under-represented groups with the climate and ecological emergencies and the city's recovery as part of the Green New Deal mission.

Background

- 1.7. Summer 2021 saw the roll-out of the Civic Futures Pilot Project, Greener Together (approved under cover of ADD2484), that aimed to address environmental inequality linked to social and racial injustices in London. Those living in the poorest areas are most likely to experience poor air quality, local flooding or overheating, and limited access to green space.
- 1.8. The chosen area for the pilot was Alma Street near Stratford in Newham, East London. According to our data, this is one of the most environmentally deprived areas in London.

- 1.9. The pilot was supported by the GLA and led by a number of strategic partners alongside local residents. The pilot became a test bed for new approaches, with a view to expand or extend the programme for future years if successful.
- 1.10. Key findings from the Newham project included:
- community ‘cold spots’ further compounding the ability for communities to challenge the social and environmental injustices in their area, leading to a feeling of disempowerment
 - community advocates existing, but requiring a framework to enable them to act and mobilise their neighbours
 - health and wellbeing serving as key motivators for environmental action
 - a general distrust of local government and organisations – the project needed to be seen as community-led to gain local support
 - the need to undertake ways of working with the local authority across several departments to catalyse change and locate suitable funding
 - a better understanding of the hierarchy of environmental and social issues, including which are most relevant to underrepresented communities.

Project overview

- 1.11. Hubbub UK’s Grow Together London programme is a strategic grants and mentoring framework that will expand on the learning and successes of the pilot project to deliver five community-led projects across London for environmental and social benefit. Projects will: address environmental inequalities experienced by lower-income Black, Asian and minority ethnic communities living in areas disproportionately affected by climate change with poor air quality and a lack of access to green space; enhance social cohesion; and improve health and wellbeing for residents.
- 1.12. The five projects will be delivered by local authorities and housing associations who will work with grassroots community organisations, and the communities themselves, to co-create and co-govern projects; and use hyper-local motivations to underpin these with innovative environmental solutions.
- 1.13. The projects will be guided by a number of strategic partners, some of whom were involved in the initial pilot project. Each project will be allocated a mentor to help oversee and advise the step by step process of programme design and give insights to help develop methods capable of adapting to each community, ensuring more thorough, collaborative and equitable engagement, and a better chance of success.
- 1.14. As well as mentoring opportunities, project partners will deliver a number of group workshops and site visits to help inform programme design and implementation.
- 1.15. Five local authorities and housing associations will be selected to join a Grow Together London cohort for 2022-2023 as part of an open-application process. As part of this process, applicants will need to identify potential grassroots community partners to work with; and commit to leveraging additional finance and land permissions to realise the ambitions of their community.
- 1.16. In addition to the mentoring framework, each successful applicant will receive grant funding of £18,000 via Hubbub UK to cover: costs associated with partnership working with local organisations; payment for community coordinators; incentives for community participation; and funds for initial engagement and events.

- 1.17. The programme will run for a year, allowing some initial strategic and delivery model development from the strategic partners; overseeing the five projects; and providing 'hands-on' support and advice as they develop.
- 1.18. Workshops will be programmed to match the chronology of design and delivery, guiding the organisations through the process step by step. These workshops will include: engagement values and promoting community ownership; community infrastructure and identifying local assets; data collection and translating engagement into action; developing and fundraising projects; research and evaluation; and project legacy and on-going governance.
- 1.19. In addition to these face-to-face workshops, a number of toolkits will be provided to ensure consistency of some elements of the project, such as engagement values; marketing assets; research into under-represented groups; climate vulnerability data; evaluation framework; and evaluation of the pilot project.

Project partners and stakeholders

- 1.20. Hubbub UK, which was also a delivery partner and co-funder of the pilot project, will lead the programme, with the GLA and other strategic partners, some of whom have been involved in the pilot programme 'Greener Together' in Newham, providing support.
- 1.21. Strategic partners will bring expertise from civil society and experience of engaging lower income and Black, Asian and minority ethnic communities; and will be paid for their time in developing and delivering the programme.
- 1.22. Specific GLA teams - Environment, Community Engagement, Community Sports and Health - will continue to monitor the programme as part of a steering group to ensure the delivery model is robust.

Legacy and Learnings

- 1.23. Hubbub's Grow Together programme will increase the evidence base of the pilot project, Greener Together in Newham. In particular, the learnings will:
 - Create an extended, more robust data set to see whether the learnings from the pilot are consistent with other under-represented communities across five London Boroughs. This will allow for a much more comprehensive set of learnings and recommendations to inform a fair and just transition as part of the Green New Deal work led by the GLA and London Councils
 - Upskill local authorities and housing associations to roll out schemes across communities in areas of environmental deprivation, with an eventual goal for all boroughs to be able to run similar schemes at a strategic level
 - Create a peer-to-peer network of exemplar community-led projects in areas of environmental deprivation which are local, tangible and relatable enough to help catalyse further community-led environmental action amongst similar communities in London
- 1.24. Hubbub's programme forms part of an integrated public engagement campaign on climate and biodiversity that includes pilot project Greener Together (approved under cover of ADD2484) and the London Schools' Climate Kick-Start (approved under cover of MD2832). It builds on the successes and learnings of the National Park City Festival (approved under cover of MD2285).
- 1.25. The learnings from this programme will be integrated into the GLA Community Insights Hub (approved under cover of MD2848) and will inform the GLA's engagement approaches for key

strategic programmes such as Future Neighbourhoods (approved under cover of DD2522 and MD2871), Clever Cities (approved under cover of MD2219) and Breathe London (approved under cover of MD2587) in the Environment and Energy unit. It also builds on work on social value and ensuring a just transition to London's green recovery.

Budget

- 1.26. £100,000 of grant funding will be awarded by the GLA to Hubbub UK in accordance with the GLA Contracts and Funding Code. This will be a contribution to its programme management costs, mentors, workshop facilitation and grant funding costs for the successful local authority and/or housing association applicants.
- 1.27. GLA funding will be from several budgets, namely the following:
 - £50,000: Environment and Energy unit
 - £25,000: Climate Kick-Start (Environment)
 - £10,000: Health and Wellbeing team
 - £10,000: Community Sports team
 - £5,000: Community Engagement team.
- 1.28. In order to transfer the grant amount, the budget for this project will be consolidated within the Environment Programme budget for 2021-22 via budget transfers from the supporting units approved in email from budget holder to business accountant. All appropriate budget adjustments will be made.
- 1.29. Hubbub UK has confirmed that it has secured match-funding of at least £50,000 to realise the project.
- 1.30. The budget breaks down as follows:
 - £20,000: project mentors
 - £15,000: development and facilitation of workshops and toolkits
 - £90,000: grants (revenue) for five projects
 - £5,000: development of grant criteria, application form and scoring
 - £13,000: project management and administration
 - £7,000: marketing, design and creative costs.

2. Objectives and expected outcomes

- 2.1. The objectives of Hubbub's Grow Together London programme align with the Environment Communications and Engagement Strategy, plus the Green New Deal objectives. The programme content also corresponds with the five principles of the Green New Deal and the Mayoral strategies and priorities as outlined in sections 4.2 to 4.6 below. The objectives and expected outcomes are as follows:
 - to increase participation in environmental programmes by under-represented groups

- to co-create environmental and nature-based solutions to improve health, wellbeing and community cohesion
 - to increase learning and green skills
 - to promote future advocacy
 - to provide replicable case studies to be adopted in the future both across local authorities and housing associations, and by the communities themselves
 - to create a robust data set of consolidated barriers and motivations for under-represented groups across London and which engagement methods are most effective
 - to generate outputs specific to the requirements of the community, e.g. outdoor fitness, green space improvement, energy-saving scheme, food-growing project (dependent on community co-design).
- 2.2. Importantly, we aim to create a network of communities that are more pro-actively engaged with environmental issues and with each other – both those who are directly and indirectly impacted by the programme. Stronger, more cohesive communities are more resilient and more able to create positive, lasting changes to their environment.
- 2.3. We aim to engage at least 100 community members with each of the five projects as well as galvanising support from local organisations and the local authority.
- 2.4. We will also create a number of video case studies and social media assets to create a broad reach across London, targeting under-represented communities.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not. This involves having due regard to the need to remove or minimise any disadvantage suffered by those who share a relevant protected characteristic; taking steps to meet the different needs of such people; and encouraging them to participate in public life or in any other activity where their participation is disproportionately low.
- 3.2. It is proposed that our engagement work focuses on equity, protecting the most vulnerable and inspiring future generations for change.
- 3.3. Lower-income and Black, Asian and minority ethnic groups continue to be some of the worst affected by environmental impacts in London and the wider UK, as well as being disproportionately affected by Covid-19.¹ However, these groups are often under-represented in environmental programmes and groups (i.e. the worst affected have the least visibility).

¹ This is supported by the following findings:

- Ethnic minority groups disproportionately live in areas with higher levels of air, noise and light pollution; lower levels of green spaces; and higher exposure to urban heat island effects (Centric Lab, [COVID-19 & Biological Inequality: a London Data Study](#), 2020).
- People living in parts of London with high income deprivation, and high proportions of BAME groups, are disproportionately affected by air pollution (GLA, [Updated Analysis of Air Pollution Exposure in London](#), 2017).

- 3.4. Our programme will focus on engaging lower-income and Black, Asian and minority ethnic Londoners by making the programme inclusive and appropriate.
- 3.5. A full outreach plan will be drawn up for the project to ensure we reach individuals from underrepresented groups. This will be delivered through effective partnership engagement, designing tools and resources effectively; reducing barriers to access services; and incentivising individuals to take part through funded opportunities.
- 3.6. Outreach to embed learnings into future policy and programmes will take place through established channels such as the recovery missions and London Councils.
- 3.7. We will also use mapping data to identify areas most at risk of the impacts of climate change, air quality, access to green space and health inequalities.

4. Other considerations

- 4.1. The key risks and issues are set out in the table below:

Risk	Likelihood	Impact	Mitigation	RAG rating
Lack of engagement from applicants	Medium	Medium	<ul style="list-style-type: none"> Give as much notice as possible to local authorities and housing associations to prepare their applications and source potential community partners Use effective partnership engagement to reach appropriate local authorities (via established existing networks such as previous GLA projects and via London Councils) Place less administrative burden on the applicants – make processes easy and streamlined Incentivise applicants to take part through grant-funding opportunities. 	A
Potential for future lockdown caused by Covid-19	Medium	Medium	<ul style="list-style-type: none"> Programme to continue digitally or in smaller, socially distanced groups Timelines may need to be extended if further national lockdowns are imposed. 	A
Local authorities not able to secure suitable community partners	Low	Medium	<ul style="list-style-type: none"> Guidance will be given as part of the application process and via the initial stages of workshops Local authorities will have a wide list of organisations and project mentors and GLA Community Engagement team will also have networks. 	G

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- Children from BAME groups and lower-income groups are less likely to frequently visit the natural environment (Natural England, [Monitor of Engagement with the Natural Environment](#), 2016).
 - Half as many people from BAME groups regularly cycle, compared to White groups (Sustrans, [Bike Life 2019: Tower Hamlets](#), 2019).
 - Ethnic minority households are 35 per cent more likely to be fuel-poor than White households (Department for Business, Energy & Industrial Strategy, [Fuel poverty detailed tables 2021](#)).

Risk	Likelihood	Impact	Mitigation	RAG rating
Failure to capture and disseminate learning from the programme	Low	Low	<ul style="list-style-type: none"> GLA to use existing channels such as the recovery missions and London Councils to ensure the learnings can be embedded into future policy and programme design. 	G
Projects under-deliver on either environmental or engagement objectives	Medium	Low	<ul style="list-style-type: none"> Mentoring programme and toolkits will support the cohort through the processes and complexities of the programmes Project objectives will be built into grant funding agreements to ensure clarity from applicants on the expectations of the programme Engagement plans for each project specifically address the complexities of engaging under-represented groups and how issues can be addressed Project is underpinned by strong values to ensure communities are respected and valued as part of the project Project design will draw on the learnings of other community-focused GLA programmes such as Future Neighbourhoods and Clever Cities. 	G
Match funding cannot be sought from Hubbub UK	Medium	Medium	<ul style="list-style-type: none"> Programme to be scaled back to accommodate GLA-only funding (minimal viable product) Programme can commence in next financial year when additional funding becomes available. 	A

Links to Mayoral strategies and priorities

4.2. As part of the recovery programme, the Green New Deal mission, jointly coordinated by the Mayor of London and London Councils, aims to tackle the climate and ecological emergencies and improve air quality by doubling the size of London's green economy to accelerate job creation for all. This mission has four overarching objectives, and this programme focuses on the fourth:

- improve London's natural environment, improve air quality, and tackle the climate and ecological emergency
- promote and incentivise activities that sustain and grow London's green economy
- prioritise interventions reducing health inequalities and social injustices
- engage Londoners and businesses in their journey to become a zero-pollution and greener city.

- 4.3. It aligns with the Mayor's Strategy for Equality, Diversity and Inclusion (strategic objective 12: A Great Place To Live) and the Health Inequalities Strategy (objective 3.3: Healthy Places and Healthy Communities)
- 4.4. It aligns with the London Environment Strategy Proposal 5.3.1.e: the Mayor will work with civil society organisations to develop a series of campaigns that engage Londoners and enable them to enjoy, participate in and contribute to London becoming the world's first National Park City.
- 4.5. The primary recovery mission focus of this project is the Green New Deal, but it is also relevant to Building Strong Communities; Mental Health and Wellbeing; and Healthy Food, Healthy Weight.
- 4.6. The local authorities and housing associations delivering the projects will engage with the relevant integrated care system and local social prescribing services in order to further align with the health-related recovery missions mentioned above. There is further opportunity for sharing learning from this project through social prescribing networks.

Conflicts of interest

- 4.7. GLA officers are not aware that anyone involved in the drafting or clearance of this form has any conflicts of interest with the proposed programme.
- 4.8. If any conflicts of interest arise during the delivery of the programme (i.e., a GLA officer has links with an organisation that applies for a grant) they will declare that interest and not take any part in assessing that grant application or awarding funding to that organisation.

5. Financial comments

- 5.1 A grant contribution of £100,000 is required to support the Grow Together London project - a strategic grants and mentoring framework aimed at tackling environmental and social inequalities across London.
- 5.2 The grant will be issued to co-creator Hubbub UK who will deliver and administer the project. If approved, the total value of this project will be £150,000 in which Hubbub UK have secured £50,000 from external funders. To ensure the successful delivery, GLA officers will oversee the project and budget via a steering group.
- 5.3 The contribution is expected in March 2022 and as such will be funded from several 2021-22 budgets which have been named above in section 1.26.

6. Legal comments

- 6.1. The foregoing sections of this report indicate that the decisions requested of the Director concern the GLA's exercise of its general powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic and social development and wealth creation in Greater London and in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:
 - pay due regard to the principle that there should be equality of opportunity for all people;
 - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and

- consult with appropriate bodies.

- 6.2. In taking the decisions requested, the Director must have due regard to the Public Sector Equality Duty - namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity and foster good relations between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Director should have particular regard to section 3 (above) of this report.
- 6.3. Should the Director be minded to make the decisions sought officers must ensure that the GLA and Hubbub UK enter into and execute a grant funding agreement (on the GLA's standard funding conditions) prior to any commitment being made to provide the funding proposed.

7. Planned delivery approach and next steps

7.1. *Set out how the project will be delivered and complete the outline timetable*

Activity	Timeline
Grant agreement with Hubbub UK and recruitment of mentors	March 2022
Development of the framework and application process	April 2022
Launch of application process, development of workshops and toolkits	May 2022
Scoring and selection of applications	July 2022
Five Grow Together programmes launch	August 2022
Mentoring and workshops programme launches	
Mentoring and workshops programme draws to a close	July 2023
Project evaluation	August 2023

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Part 1 – Deferral**Is the publication of Part 1 of this approval to be deferred? YES**

If YES, for what reason: Press release to announce the framework is due in early May 2022.

Until what date: 31 May 2022

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO**ORIGINATING OFFICER DECLARATION:**

Drafting officer to
confirm the
following (✓)

Drafting officer:

Pete Nichols has drafted this report in accordance with GLA procedures and confirms the following:

✓

Assistant Director/Head of Service:

Catherine Barber has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

Corporate Investment Board

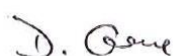
This decision was agreed by the Corporate Investment Board on the 21 February 2022.

✓

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature



Date

24/2/22