Woodbridge Town Council

Shire Hall Market Hill Woodbridge Suffolk IP12 4LP
Town Clerk: Mr G E Diaper
Tel: 01394 383599
Email: townclerk@woodbridge-suffolk.gov.uk

To members of the Climate and Ecological Emergency Committee

Cllr Adelson	Cllr Blois	Cllr Gillard
Cllr O'Nolan	Cllr Sanders	Cllr Wilks

Non-Councillors

Rob Berry	Jane Healey
Jan Pulsford	Isla Richardson
Jonathan Valentine	Pam Watson

You are hereby summoned to attend the **meeting** of the **Climate and Ecological Emergency Committee** to be held at the **Shire Hall** on **Tuesday 7th March 2023 at 5pm**

Greg Diaper
Town Clerk
2nd March 2023

Public Attendance

Members of the public and press are welcome to attend. The public will be invited to give their views/question the Town Council on issues on the agenda, or raise issues for consideration of inclusion at future meetings. This item will be limited to 30 minutes duration.

Agenda

1. Apologies

2.. To receive Declarations of Interest

Members and officers are invited to make any declarations of Disclosable Pecuniary or Local Non-Pecuniary Interests that they may have in relation to items on the Agenda and are also reminded to make any declarations at any stage during the meeting if it becomes apparent that this may be required when a particular item or issue is considered.

3. To consider requests for Dispensations

Councillors with a Pecuniary Interest in an item on this Agenda, who wish to remain, speak, and/or vote during consideration of that item, may apply for a dispensation in writing to the Town Clerk prior to the meeting. Applications may also be considered at the meeting itself should the nature of the interest become apparent to a Councillor at the time of the meeting.

4. Public Question Time

For the public to ask questions of the Council or raise issues for consideration at a future meeting of the Council. Thirty minutes maximum.

5. To agree and approve the minutes of the meeting held 3rd January 2023

6. To consider a request from the Suffolk Swift Group.

7. To consider if the Committee wish to comment on public consultations regarding Water Resources in Suffolk.

8. To consider how to proceed with the e-bike hire scheme.

9. To receive an update from the Working Parties of the Committee.

10. Closure

Woodbridge Town Council

Minutes of a meeting of the **Climate and Ecological Emergency Committee** held on **Tuesday 3rd January 2023** at **5pm,** at the **Shire Hall**

Councillors:

Present: D Adelson, E O'Nolan, R Sanders and M Wilks.

Non-Council Members: Rob Berry, Jane Healey, Pam Watson, and Jonathan Valentine.

Apologies for Absence: C Blois, P Gillard, Isla Richardson and Jan Pulsford.

In Attendance: Town Clerk and four members of the public

590. Apologies for absence

Apologies for absence had been received from Councillors Blois and Gillard, and Non-Council Members Richardson and Pulsford.

591. To receive declarations of interest

Councillor O'Nolan declared a pecuniary interest in item 596 as the Chair of the Woodbridge Climate Action Centre.

592. To consider requests for dispensations

The Committee agreed to grant Councillor O'Nolan a dispensation to remain and discuss, but not to vote during item 596. Councillor O'Nolan stated he would leave the meeting at the voting stage.

593. Public Question Time

A member of the public spoke to the Committee regarding vapour trails in the sky above Woodbridge.

594. To agree and approve the minutes of the meeting held 6th December 2022

The Committee agreed and approved the signing of the minutes of the meeting held 6th December 2022 as a true record.

595. To consider how the Committee can continue to work toward achieving the Earth Protector Towns goals and principles.

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The Committee agreed to appoint Cllrs Adelson and Sanders, and Non-Council members Berry, Healey and Watson to the 'Earth Protector Towns' working party, which is to investigate solar harvesting and the reduction of single use plastic on the Council estate.

596. To receive a presentation from the Woodbridge Climate Action Centre, and to consider making a donation to this organisation.

The Committee received a presentation from Cllr O'Nolan and Prof. Peter Hobson regarding the work of the Woodbridge Climate Action Centre, and their request for funding from this Committee.

Cllr O'Nolan left the meeting.

The Committee agreed to provide funding to the Woodbridge Climate Action Centre to the total value of £5000, payable from the CEE budget (5250). The Woodbridge Climate Action Centre were asked to provide invoices in order that an audit trail be created.

597. To consider how the Committee can work to facilitate the re-planting of trees on Edwin and Warwick Avenue.

Cllr O'Nolan re-joined the meeting.

The Committee agreed that it wishes to further investigate the planting of trees on Edwin and Warwick Avenue, and requested that the Trees and Re-Wilding working party consider this project.

598. To consider an invitation to the Committee to have a presentation space at the 'Energy saving in the home' meeting at the Fred Reynolds Centre.

The Committee agreed that Members should attend the event on January 21st.

599. To consider how this Committee can be involved with Earth Day 2023.

The Committee agreed to support and promote an environmental/ local food producers event/ market to coincide with Earth Day 2023, and to cover the costs incurred by Transition Woodbridge and Jan Pulsford, up to a total value of £700, payable from the 2023/24 CEE budget (5250)

600. To receive an update from the Working Parties of the Committee.

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The Committee received updates from its working parties.

601. To discuss content for chair's next submission to local free papers

The Chair asked for members to send suggestions to him via email.

602. Closure

The meeting was closed at 6.39pm.

Councillor Wilks
Chair

DRAFT

Item 6

To consider a request from the Suffolk Swift Group.

Cllr Adelson has requested this item be added to the agenda following communication with Nick Marshall from the Suffolk Swift Group. Mr Marshall has also spoken with the Town Clerk about this potential project:

Both Greg and I have been contacted by Nick Marshall from the Suffolk Swift Group (also known, I believe, as "Save Our Suffolk Swifts"). I'm a member of the group too. This is in connection with the swift nest boxes that have been/are to be put up on St Mary's House. The group is suggesting that a notice would be useful, to explain to the public about the plight of the swift and the importance of Woodbridge as a stronghold. Can we have an item on the CEEC agenda to discuss it and agree how it could be done? Nick and/or others from SOSS could be invited to outline what they have in mind.

Thanks

David

In discussion with the Clerk, Mr Marshall had enquired about the Shire Hall and/ or the Market Square as a possible location for the information notice to be located.

Members are asked to consider a request from the Suffolk Swift Group.

Item 7

To consider if the Committee wish to comment on public consultations regarding Water Resources in Suffolk.

The Committee have been notified of the following consultations regarding Water Resources in Suffolk.

Water consultations

There are currently separate public consultations open on the theme of water which you / your organisation may wish to respond to:

- Water Resources East are seeking views on their draft Regional Water Resources Plan for Eastern England: The Draft Regional Plan - Water Resources East (wre.org.uk) – **deadline 20 February 2023**
- Anglian Water are consulting on their draft Water Resources Management Plan Water resources management plan (anglianwater.co.uk) **– deadline 29 March 2023**
- Essex & Suffolk Water are also consulting on their draft Water Resources Management Plan Draft Water Resources Management Plan 2024 consultation (eswater.co.uk) **– deadline 29 March 2023**

The Water Resources Plan for England has the most pressing deadline, February 20th. The below is taken from https://wre.org.uk/the-draft-regional-plan/

OUR DRAFT REGIONAL WATER RESOURCES PLAN FOR EASTERN ENGLAND IS NOW OPEN FOR CONSULTATION.

To submit your comments on our draft Regional Plan consultation, please click the link below.

RESPOND TO THE CONSULTATION ON OUR DRAFT REGIONAL PLAN

You can also email us or write to us at: Water Resources East, The Enterprise Centre, Research Park, University of East Anglia, University Drive, Norwich, NR4 7TJ.
Deadline for feedback on the draft plan is 20th February 2023.

REWATCH THE WEBINAR TO LAUNCH WRE'S DRAFT REGIONAL PLAN →
VIEW THE PRESENTATION SLIDES →

The online consultation has twenty questions is stated to take seven minutes to complete.

Members are asked to consider if the Committee wish to comment on public consultations regarding Water Resources in Suffolk.

Item 8

To consider how to proceed with the e-bike hire scheme.

The Council's budget for 2023/24 was agreed on January 24th, with this Committee's request for funding of £8000 for a e-bike hire scheme confirmed as the Council's largest (financial) new project.

In order that a scheme can be in place for the spring and summer of 2023, the Committee must now decide how to proceed with this project.

The Committee has discussed two options, both of which involve working with partner organisations to provide an e-bike hire scheme in the town. To allow these organisations time to prepare the scheme, a decision is now required with which partner to proceed.

Eezybike

https://eezybike.co.uk/

Eezybike offer e-bike hire via an app, which allows users to collect a bike from a pod:

26.10.2022
Revised 01.11.2022
Eezybike Proposal in principle to Woodbridge Town Council

Dear Martin,
Many thanks for your recent call and catch up with us at Eezybike!
As requested below is in summary our intentions for next season 2023.

We currently have locations in Aldeburgh, Orford, Bury St Edmunds and Lavenham for our click and collect service. Then we also have our corporate clients such as Adnams and ongoing clients work with BT, and the Suffolk Police.
For next season, beginning March / April we intend to roll out our "EezyPods". These pods will house our Eezybikes and protect them from vandalism and weather. The pods can house 2 , 4 , 6 bikes up to ten should the client require. The pods will be remotely controlled, both locking and unlocking bikes as well as charging the bikes. We have developed the software ourselves and are currently protecting IP and awaiting prototype and testing. Our staff will be employed to drive our van around the Pods in Suffolk to clean and maintain the bikes on a regular basis.
Subject to product conclusion, Woodbridge Council could have our pods/pod, strategically located in Woodbridge (train station / riverside / town centre), you choose how many pods / bikes. Clients would simply book online and select Woodbridge location which we would set up as a stand-alone destination in our website. They choose a date and time then pay online,

this will ensure all T&C's and disclaimer are agreed, then upon receiving confirmation by email they also receive a short video on how to operate the bike.
Then the client goes to the Pod which we will remotely unlock and off they go. Within our website we would include various routes on our Eezybikers Komoot app, that clients can enjoy from Woodbridge.
Woodbridge Town Council could have the Pods branded WTC

Costs are currently work in progress but some options being discussed are below, but we can discuss your budget and the terms should there be interest.

1. 2 BIKE POD @ £300 per month
2. 4 BIKE POD @ £500 per month
3. 5 BIKE POD @ £550 per month

Note the above costs are not set in stone but a guide and starting point, for this cost we provide pods, bikes, remote control system and maintain, clean, service and manage client directly.
Revenue generated from the clients booking directly on our website we would agree a revenue % split that works for both parties.

** We would require a Council approved location and require access to electricity supply and ideally a water supply ** Eezybike would install pods **
I hope this is food for thought and look forward to hearing from you!

Kindest Regards

Si

Tel: (+44) 7780 458007
Email: askus@eezybike.co.uk
Web: www.eezybike.co.uk

The below communication follows a request from this Committee for the Clerk to enquire about preferential rates for Woodbridge residents.

The location near to station sounds great, so look forward to hearing from you on that, interestingly we have a meeting in Stowmarket scoping out our pods near to station next week so I believe we can all learn from such locations and will keep you posted with any useful info.

Regarding your budget I have listed below our model that we have and your budget fits in plus allows you some surplus funds, and then do make a note of the reduction in cost on Year 2 and 3 below (reduces to £225 per month)

Eezybike POD's

Monthly Costs		**Pods**	
	1	**2**	3
Time	2 Bikes	**4 Bikes**	6 Bikes
6 months	n/a	n/a	n/a
1 Year	£355	**£530**	£795
After That	£150	**£225**	£335

Regarding a trial day I think this is a great idea, we have worked with West Suffolk Council on these in rural villages and turn out has been good. We could consider us turning up with bikes at an existing Market perhaps where footfall is often local and high, rather than an event with just us.

Then lastly, to encourage and show exclusive value to Woodbridge residents we would offer 10% discount and we would load this within our system so it shows when they book online.

Our first prototype has started to take shape and we are intending to be testing this in Feb / March , so all being well we hope to be in line with your April suggestion but I must manage your expectations in terms of, with all new designs and trials, I am sure you know, will require some degree of flexibility. I will be very much onsite at the beginning to both encourage and ensure everything runs well and take some feedback from clients.

After the current outlay of £8000, the project looks likely to commit WTC to upward of £4000 per year thereafter.

At the current time no response has been received from East Suffolk Council regarding the potential use of the Station Road car park.

Virtue Electric bikes

http://www.virtueelectricbikes.com

Members of the Committee met with the Managing Director of Virtue Electric bikes to discuss the potential of a collaboration between the two organisations, and his subsequent communication is provided below.

To summarise our discussion, we discussed three options for providing an e-bike rental service in Woodbridge:

Option one is to use a very sophisticated platform from a company based in Germany that can be co-branded but comes at a considerable cost, and the budget available would not allow for this; this may be an option for the next financial year once we all understand the uptake of residents adopting e-bike hire.

Option two is that Virtue Electric Bikes run all E-bike rentals from the bricks-and-mortar store; this, however, may put considerable pressure on a new business start-up. The costs would be higher than using an already available platform as there are increased costs surrounding liability insurance for operating a fleet of rental bikes, trackers and the software required to maintain and monitor alongside the initial e-bike purchase costs.

My view is that the most sensible and viable option for us both is option three, to use an app-based company that is already versed in e-bike rentals with the view that if the model works, we will look next year to invest in a white label version of the software jointly owned by both Virtue Electric bikes and Woodbridge Town Council.

The reason I believe this to be the best option versus Virtue Electric Bikes solely running the rentals is that they can track the e-bikes and take on the associated risk of public liability, theft & vandalism (Virtue will also have visibility on the e-bike's whereabouts and can take action to recover any bikes that have left the designated use areas) with some maintenance leaving Virtue electric bikes with the task of making sure the bikes are safe and maintained, the batteries are always fully charged for the customer. We will offer excellent customer service and education on the benefits of E-bikes. We will develop this app-based software with the developers to promote local restaurants and businesses.

I also outlined Virtue Electric bikes will be more than happy to facilitate face-to-face rentals in our store for those who do not or do not wish to use a smartphone or do not own one. Something that your current offering cannot provide, we will actively advertise the two options of app-based hire or in-store rentals.

I would suggest placing 1-2 bikes outside our store located behind the new tree planter, as discussed, allowing us to talk face-to-face with local residents about the initiative and benefits of replacing short journeys with an e-bike and the options surrounding the cycle to work scheme, we would also suggest two bikes situated at whisstocks, this can all be achieved within the budget of £8000.00.

A few key points that we will be educating those that we interact with face to face and will promote through our social media channels will be:

- **20%** of journeys in Britain are **under 1 mile** (On an e-bike can be cycled in around 4 minutes);

- 38% are under 2 miles (On an e-bike can be cycled in around 8 minutes
- 66% are under 5 miles (On an e-bike can be cycled in around 20 minutes).

Also, the possibility of reducing a car in the household and replacing it with an e-bike will save a substantial amount of money and hugely reduce co2 emissions, examples of this:

Based on annual car running cost, over the course of a year, **an eBike will cost you about £25 per year in electricity**, even less if you charge at work. Meanwhile, a car will cost around £300 (0.47p per mile x 2,540) in petrol for the year.

At 15,000 *miles, an e-bike is responsible for 300kg of CO2*, while a car emits 7,000kg of CO2.

If you were to offer the e-bike rental contract to a company outside of the Woodbridge area, it would adversely affect our new e-bike rental and E-bike sales we have just gone live with on our new website and the Woodbridge high street.

Virtue Electrics Bikes is very much aligned with your views of getting local residents to take up e-bikes as a new mode of transport; the other company you have been in discussion with are very much focused on the tourism industry; we are focused on the local community, and providing education, rentals, aftercare and maintenance of e-bikes.

An outlay of £8000 would permit a local business to provide an e-bike hire scheme for the town. On costs for future years are not understood at this time.

Good Afternoon All,

Please find responses to questions raised and discussed in Mondays meeting as requested:

What would we be buying with a WTC contribution?

WTC contribution would enable 3-4 e-bike rentals via an app for local residents; this would include Virtue maintaining servicing and targeted marketing to residents through local magazine/Flyer and social media.

One-off or annual?

Annual or quarterly, this will fluctuate in value for quarterly invoicing as it is dependant upon monthly marketing and advertising cost.

Options For Following Financial Year 2024 :

The expansion would involve the development of a white-label app that will be co-branded; this could be used/licenced by other local councils. A white-label app will also enable local businesses to advertise and create direct routes to their business.

Increase the number of bikes available.

Having a specific bike built to our specifications with my factory in China

Branding

The rear bike racks will have side panels to allow for joint branding, i.e. Virtue Electric Bikes in Partnership with WTC.

One site or two?

Two sites Outside Virtue & ???

How to favour local folks over tourist needs?

Targeted marketing using geolocation abilities of Facebook and Instagram. Visual presence outside Virtue

Virtue operates a tourist-based rental platform, which will target Airbnb and Suffolk secrets etc this will also help as much as is possible to target local residents to make use of the ebikes.

Rental Periods

1/2 day £15

full day £25

Funding £8000 - Monthly £666.66

Bike Cost 3 bikes £450.00

Advertising £25 (Yearly £300 - Local Magazine half page)

Social Media Campaign £120.00 (£30 PPC campaign weekly)

Charging Variable £30.00

Times/Labour: £300.00 Variable (£75 per week for time collecting, charging, maintaining, recovering, social media management & customer support in store)

Total monthly potential costs: £925

Diff: 666.66 - 868.00 = 258.34 shortfall to be covered with rentals

Members are asked to consider how to proceed with the e-bike hire scheme.

Item 9

To receive an update from the Working Parties of the Committee.

The current Working Parties of this Committee are understood to be:

Cycle Strategy
Trees and Re-wilding
eBike/ Modal Shift
Water Harvesting
Earth Protector Towns (Solar Harvesting and Single Use plastics).