

Steering Group meeting

Thursday 4 December 2025

Action Notes

Attendance:

Cllr Davies, Jeremy Smith, Leanne Devlin, Donna Stimson, Dave Scarborough

Apologies:

Chris Joyce, Cllr Werner, Graham Owens, Sigrun Wagner

Council Officer: Heather Mynott (HM) and Hayley George

Strategy Timeline

If the Steering Group are happy with the data, then HM will move forward with Comms to aim for a January launch.

Actions after the meeting

- Draft and data taken to ELT
- January Public Consultation delayed until 19 January
- Launched 19 January – 2 March

Strategy Data/Feedback

After feedback from the Steering group and CEC workshop more data has been fed into the strategy. This data can be seen in the draft copy available on RBWM Together.

Feedback from the steering group:

- The Steering Group was very pleased with the strengthened evidence base and welcomed the inclusion of additional data, noting that it made the strategy more robust and clearly evidence-driven.
- The group advised that wording around key terms particularly the distinction between council emissions and territorial emissions should be made clearer.
- While the data indicates progress, members highlighted that the pace of change remains too slow (which they all agreed helped emphasis the need for the strategy).
- They recommended identifying councils closest to meeting the Tyndall Curve trajectory and reviewing their best practice, with an emphasis that the council should lead locally with strong, demonstrable actions.
- Members of the group felt the Engagement Strategy needs greater prominence, including the incorporation of surveys.
- It was also suggested that the strategy should explicitly state that no waste goes to landfill and instead is sent to energy-from-waste incineration.
- Members proposed exploring whether the cost of inaction could be estimated at a borough level, if feasible.
- Climate Action Plans are still in development, and relevant feedback from this discussion should be carried forward for consideration.
- Additional points included investigating opportunities to strengthen action on indoor air quality.
- Adding a clearer methodology section to the strategy overall.

Actions:

- HM to incorporate feedback into the strategy

**Climate Challenge Fund – Column into Book/Maidenhead Lions
Maidenhead Lions****The Steering Group Discussion:**

- Would like the Lions to explore more sustainable options for materials such as compost and mulch, noting that these may be available locally at little or no cost.
- The Group also agreed to use its networks, including council contacts, to help source materials or identify potential match-funding opportunities. It was suggested that the project team make contact with the Councillors from the nearby wards.
- For any future planting, the Group recommended incorporating carbon-catching shrubbery, using climate-adaptive (drought-resistant) species, engaging with the Natural Environment Team / Maidenhead Wilds (with contact details available if needed).
- Developing a method to monitor resident engagement.

Action:

- HM to share feedback with the Maidenhead Lions

Feedback after the meeting: the Lions have had some donations from Waitrose Community work

Eco Matters: The First Fifty Columns' Proposal:

- The Steering Group reviewed the proposal and expressed appreciation for the thought and effort behind it. Following discussion, the Group agreed that printing the book is not the right approach for this fund.
- Concerns raised included the limited likelihood of reaching new or less engaged audiences, a lack of clear behaviour-change mechanisms, the mismatch between a printed book and an audience with "limited engagement time," and questions about the environmental footprint versus the proposed impact, which was assessed as primarily awareness-raising rather than behaviour-shifting.

- The Group welcomed a rethink of the project and indicated willingness to consider funding for an alternative format.
- The preferred direction was to create a PDF version of the book to ensure full access to content, supported by short, visually engaging postcards featuring practical, everyday climate-friendly tips aimed at a broad audience including those not already involved in climate action. Each postcard would include a QR code linking to the full PDF and could be displayed in public spaces such as supermarkets, libraries, parish boards, and community hubs, as well as shared on Instagram to increase reach.
- This approach was felt to improve accessibility and visibility while reducing printing costs and environmental impact.

Action:

- HM to email feedback to Andrew I

AOB:

Visit to Queen Anne's – invitation to all Steering Group members

DS – offered support for the Engagement Strategy and also to look at Wokingham's good practice