

Final report July 2025

Building a Greener Tomorrow: Wakefield and District Citizen Visioning



With thanks

With thanks to the 20 citizen visioning members who gave their time, energy and creativity to the Building a Greener Tomorrow project.

With thanks to the inspiring speakers and dedicated Advisory Group members who helped shape the journey.

With thanks to Buttercrumble, whose brilliant graphic facilitation brought ideas to life and added energy to the process.

And finally, with thanks to the Wakefield Climate Team, our partners in designing and delivering this ambitious, collaborative project.



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BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

CONNECTS ISOLATED GROUPS

PROJECT IDEA

LET'S TAKE ACTION!

CO-DEVELOPED ROUTES

RURAL TRANSPORT

ACCESSIBLE

EV BUSES

MORE + BETTER PUBLIC TRANSPORT

REACH RURAL COMMUNITIES

OPEN ACCESS to the CITY.

CAR POOLING CAMPAIGN



Background

Executive Summary

In May 2019, Wakefield Council declared a climate emergency, setting ambitious targets: to achieve carbon neutrality for council operations by 2030 and district-wide net zero emissions by 2038.

Recognising that lasting climate solutions must include the people they impact most, the council committed to a community-led approach; placing residents at the heart of decision-making.

As part of Innovate UK's [Net Zero Living](#) programme, the council worked with Involve (who wrote this report), Forum for the Future, Ipsos, and Quantum to run a **citizen visioning project on how to become a net zero district**. The aim was to put citizen ambitions for the future of their area at the heart of the council's climate strategy.

Over three in-person sessions, 20 residents - reflective of the district's diversity - came together to explore challenges, engage with speakers, and co-create local climate solutions. To amplify youth perspectives, workshops were also held with pupils from three local schools, whose creative visions informed the process.

The process was supported by a graphic facilitation team who illustrated the outputs of the discussions to support multiple learning styles.

Over the course of the three sessions, the members crafted:

- A **shared vision** for a thriving, healthy, and greener district
- A set of **project ideas** to help achieve this vision

This report captures those ideas in members' own words.

In response, Wakefield Council has committed to:

- Share the group's ideas at the Net Zero Summit in June 2025
- Present the report to the Advisory Group
- Share the outcomes with the participating schools
- Publish the report on the council website and distribute it to wider actors
- Use the ideas to inform the Climate Change Action Plan and District Plan
- Provide a formal response to each project idea, including explanations for any that cannot be pursued and where possible, suggesting alternative approaches

This project demonstrates the council's commitment to inclusive, community-driven climate action - rooted in lived experiences and local pride, and focused on creating a thriving, healthier and greener future for all.



Project origins

Why climate action?

Sustainability goes beyond cutting emissions - it's about building thriving, inclusive communities.

Real climate action tackles root causes, unlocks co-benefits, and ensures everyone, especially those furthest from power, are part of the solution.

Wakefield's proud coal mining heritage helped power the nation, shaping the district's identity and fostering strong community values. Today, the district has the opportunity to lead the way in creating net zero solutions, honoring its past whilst building a greener, more sustainable future for all.

This project came at a good time to influence the council's climate strategy as it aligns with the new District Plan and updated Climate Change Action Plan.

Why a citizen visioning process?

Real climate action starts with real people. Citizen visioning puts local voices at the heart of the conversation, reflecting local knowledge, lives and places. It meets people where they are, acknowledging barriers to climate action, tapping into community strengths and making space for future-focused thinking.

Members explored the bigger picture, engaging with messy systems. They used this and their own knowledge and experiences to imagine a climate-positive future for the district and practical project ideas to help make that vision a reality.

What question did this process set out to answer?

The members responded to the question: *'How do we build on our district's rich history and cultural diversity to shape a thriving, healthy and greener place to live?'*

The members worked together, deliberated and agreed upon:

- a vision for thriving, healthy and greener place to live
- a set of projects to help us get there





The question:

“How do we build on our district’s rich history and cultural diversity to shape a thriving, healthy and greener place to live?”



Overview of Citizen Visioning

Learning

Members learned about the topic from a range of speakers. Topics covered an introduction to climate change, how to think in systems, understanding the co-benefits of climate action and ideas for climate action.

Deliberation

Members discussed the information they had heard alongside their own ideas and experiences. They then developed initial ideas for a vision and a long list of ideas for action. The independent Advisory Group reviewed these vision ideas and ideas for action and offered written feedback.

Decision making

Participants worked together to review feedback from the Advisory Group and agree on:

- A final **vision**
- A set of **projects** for how to work towards the vision



What we did

The Citizen Visioning group came together for three full-day sessions in May and June 2025. All discussions were supported by a graphic facilitation team who documented the outputs of each session.

Day One kicked off with an introduction to the project - what it is, why it is happening now, and how their ideas will feed into Wakefield's climate strategy.

The members set the tone for collaboration, agreeing together how they'd like to work together and support each other when they 'get it wrong'.

They heard an accessible overview of climate change, net zero, and the council's current approach to climate action.

Then, inspired by the powerful climate-positive visions from local children and young people, members began crafting their own vision of a thriving, healthy and greener district.

Day Two focused on deepening understanding and sparking ideas for action.

Members spent time with six speakers discussing a range of topics including: thinking in systems, co-benefits of climate action, climate action across the UK, community-led climate action, the Carbon Emissions Reduction Pathway (CERP) and waste management.

Inspired by these discussions, members developed a long list of 'ideas for action' to help shape a thriving, healthy and greener district. They also explored the roles different actors - residents, the council, businesses, and landowners - can take in driving change together.



Wakefield Citizen Visioning



Building a Greener Tomorrow

What we did

Day Three began with a recap of the journey so far and an update on the Advisory Group meeting that took place between sessions 2 and 3. The focus of the day was clear: shape a final vision and turn ideas for action into tangible projects.

Members revisited their ideas for action, refining them into a set of project proposals. This collaborative process included table discussions, a feedback carousel, and a full-group session to agree on the final set of projects.

A 'silent conversation' helped members dive deeper into their vision for the district. A small group then crafted this into a clear, compelling final vision statement.

The session closed with members presenting their vision and project ideas to council officers and councillors who shared their initial reflections. This marked a powerful moment of connection between community voices and local decision makers.

Thank you to our speakers:

- **Paul Hayes**, Senior Policy Fellow, Leeds University
- **Emma Smith and Anna Brook**, Public Health Team Wakefield Council
- **Vikki Garner**, Climate Reduction Manager, Wakefield Council
- **Sarah Cutts**, Sustainability Advocate, Take the Jump and Wakefield Clothes Exchange
- **Helen Grayshan**, Climate Change Programme and Partnership Manager, Wakefield Council
- **Moira Mattingley-Nunn**, Education Manager, Biffa

What we did

Alongside Citizen Visioning sessions, we ran three interactive **workshops with children and young people across the district**. Each session lasted between one and two hours and was carefully designed to ensure the voices of young people were heard and included in shaping the district's future.

By involving younger generations, we introduced valuable intergenerational perspectives and grounded our forward-looking vision in the lives of young people across the district.

To hear from a broad range of views, we visited three schools in the district: Minsthorpe Community College, Carleton High School, and Crofton Academy.

During the sessions, students reflected on what they love about their local area, explored the co-benefits of taking climate action, and collaborated to create posters illustrating their vision for a climate-positive future.

We then showcased these posters in an exhibition for the Citizen Visioning group. This creative display helped inform and inspire the group as they developed their final vision statement for the district.



Who took part?

Who took part?

In total, 20 people were recruited to broadly reflect the population of the district.

We sent letters to 6,600 randomly selected residential addresses across the whole district. We selected members from those who'd received a letter and signed up to participate.

We gave members a 'gift of thanks' for taking part in all sessions, to remove financial barriers to participation and in recognition of their time. We also covered travel and any additional costs such as childcare, to help make the process more inclusive to a wide range of people.

How were participants selected?

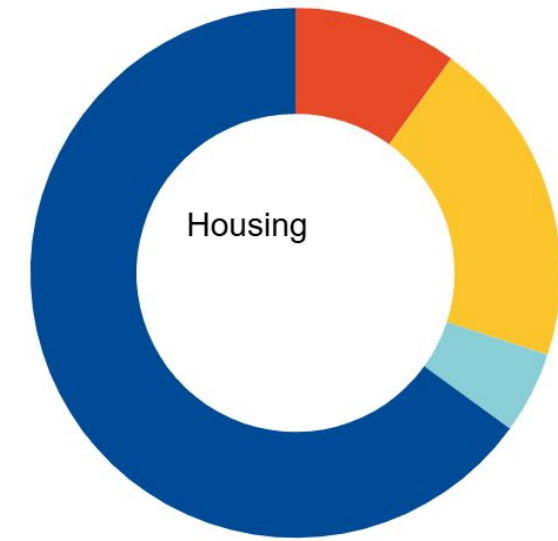
Our partners the Sortition Foundation selected forum members were selected using a type of civic lottery called [Sortition](#).

Residents completed a form to express their interest in taking part. From there, we removed personal details and selected a group using a computer program to be broadly reflective of the area in terms of their:

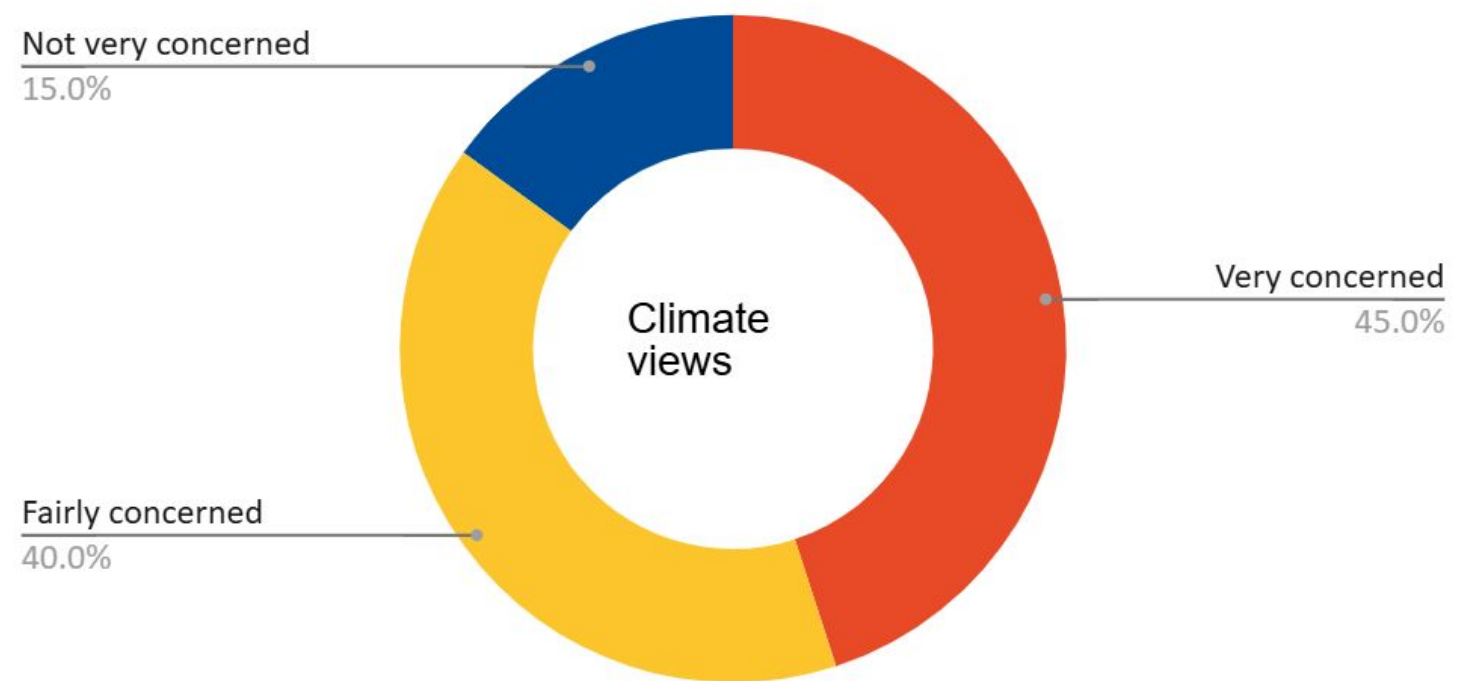
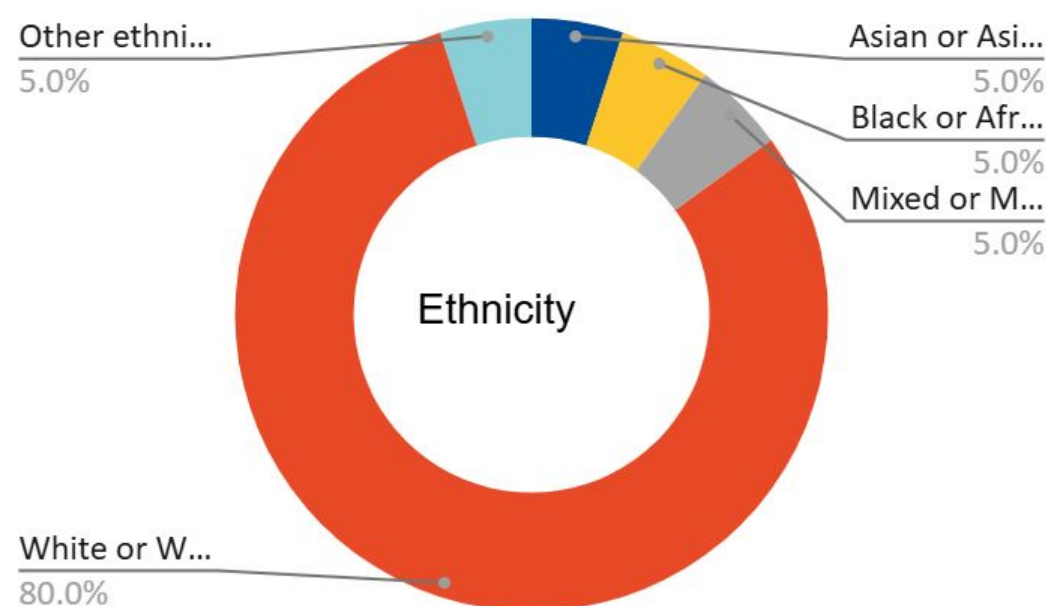
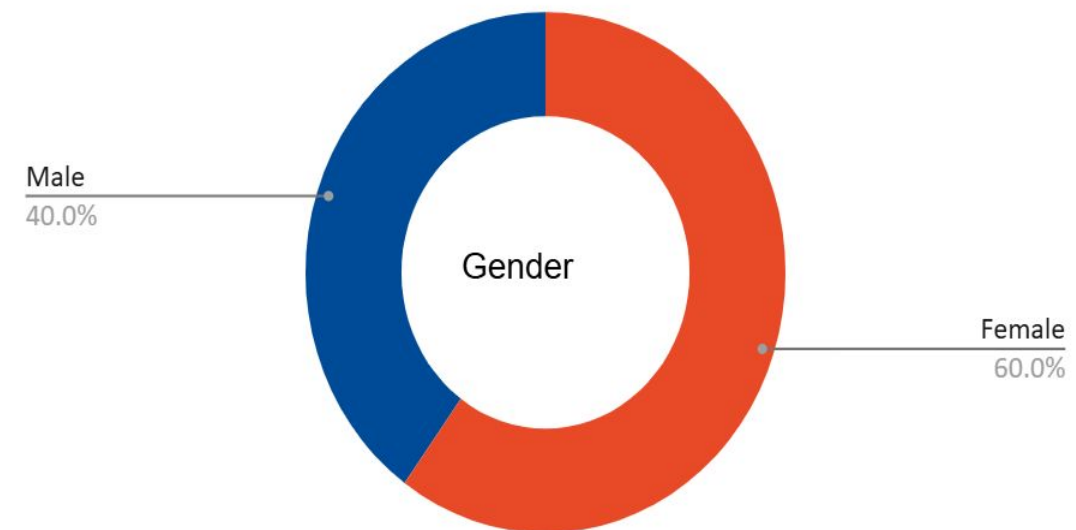
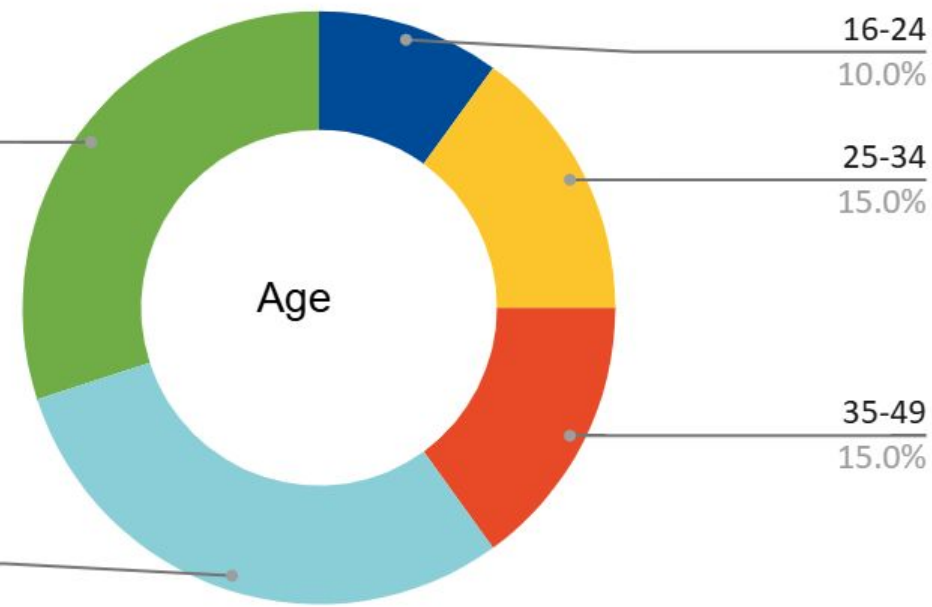
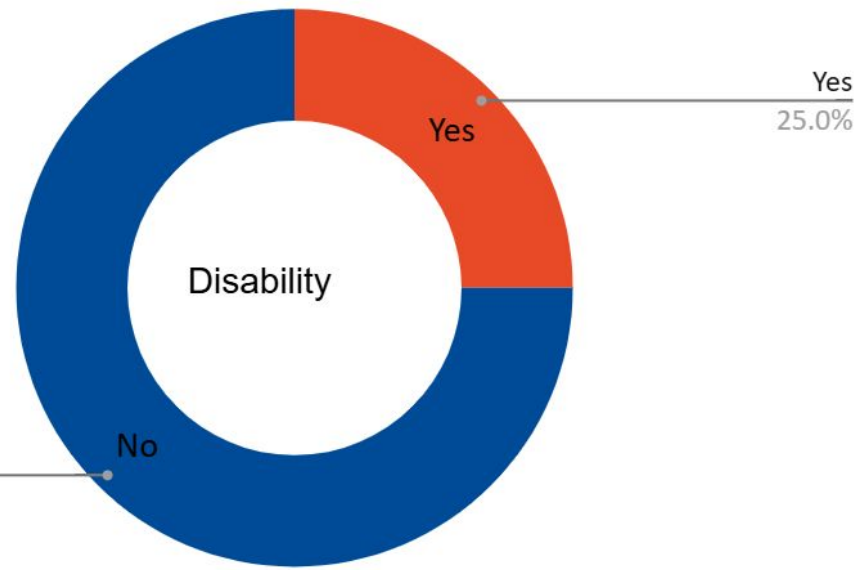
- Age
- Gender
- Disability
- Ethnicity
- Housing tenure
- Which area of the district they live in
- Views on Climate Change



Make up of the group at a glance



● I rent my home from the council or a social landlord
 ● I rent my home from a private landlord
 ● Other
 ● I own my home (outright, with a mortgage or shared ownership)



Recruitment detail

We agreed recruitment criteria with Wakefield Council to ensure the final group would be broadly reflective of local demographics (such as age, gender, ethnicity, location and housing tenure). We also asked people about their views on climate to ensure we got a range of climate perspectives in the room, not just those most interested in taking climate action.

Our Sortition process oversampled groups with small percentages (one person) to ensure that if that person dropped out (such as from illness) the group would still be included.

The tables opposite compare the population of Wakefield district (the target, from the [2021 census data](#)) with the makeup of the final group of 20.

The recruitment of participants achieved a good spread of people across all criteria. Of the 20 members who attended the first session, 19 attended all three sessions. They were from a range of backgrounds, so the forum was still reflective of demographics and attitudes across the district.

Gender	Target %	Group %	Group #
Female	50.7%	60%	12
Male	49%	40%	8
Non-binary or other	0.3%	0%	0

Ethnicity	Target %	Group %	Group #
Diverse Ethnic Communities	7%	15%	3
White British	88.2%	80%	16
White Other	4.8%	5%	1

Disability	Target %	Group %	Group #
Yes	20.2%	25%	5
No	79.8%	75%	15

Housing Tenure	Target %	Group %	Group #
Own outright or with mortgage	62.6%	65%	13
Private rented	14.9%	20%	4
Social rented	21.7%	10%	2
Other	0.9%	5%	1

Recruitment detail (continued)

Age	Target %	Group %	Group #
16-24	7.2%	10%	2
25-34	20.3%	15%	3
35-50	23.1%	15%	3
51-64	24.7%	30%	6
65+	24.7%	30%	6

Climate views*	Target %	Group %	Group #
Not very concerned	20%	15%	3
Fairly concerned	43%	40%	8
Very concerned	37%	45%	9

**Source: Ipsos Political Monitor, July 2023*

Area	Wards	Target %	Group %	Group #
1	Ackworth, North Elmsall and Upton	8.3%	10%	2
2	Altofts and Whitwood, Airedale and Ferry Fryston	8.3%	5%	1
3	Crofton, Ryhill and Walton Featherstone	8.3%	5%	1
4	Hemsworth Horbury and South Ossett	8.3%	5%	1
5	Knottingley	8.3%	5%	1
6	Normanton, Stanley and Outwood East	8.3%	5%	1
7	Pontefract South Pontefract North	8.3%	15%	3
8	Ossett	8.3%	10%	2
9	South Elmsall and South Kirkby	8.3%	5%	1
10	Wakefield Rural Wakefield North Wakefield West Wakefield East Wakefield South	8.3%	15%	3
11	Wrenthorpe and Outwood West	8.3%	10%	2
12	Castleford Central and Glasshoughton	8.3%	10%	2

Building a Greener Tomorrow in numbers

20

participants

took part, broadly reflective of the area across demographics

1

vision statement

for a thriving, healthy, and greener district written in participants' own words

10

projects

deliberated on, agreed and written in participants' own words

6

speakers

provided information and evidence about the topic.

348

person hours

of learning, conversations, deliberation and crafting projects and a vision statement

Vision and Projects



The citizen visioning group created...

A Shared Vision

The vision captures what a thriving, healthy and greener district could look like in the future. It is grounded in the hopes, values and lived experiences of the members.

Members began shaping the vision in session one, exploring what 'thriving', 'healthy', and 'greener' meant to them. They drew inspiration from the **visions created by children and young people across the district**, as well as their own experiences.

In the final session, members revisited their ideas through a reflective 'silent conversation'. A small group then crafted the final vision statement, bringing together the collective voice of the group.

Ten Projects

To bring the vision to life, members co-developed a set of ten project ideas - each showing how residents, the council, businesses, and other local actors can work together to create change.

These ideas began in session two, where members heard from expert speakers on topics like systems thinking, climate co-benefits, waste and community-led action. Drawing on those insights and their own experiences, members created a long list of 'ideas for action' which they prioritised into top themes.

In session three, members turned these themes into detailed project proposals - explaining why each idea matters, who should be involved, and the impact it could have on Wakefield's journey to net zero.

The Vision



EDUCATION

for all!

ENERGY is RENEWABLE + SUSTAINABLE

OUR AREA is BEAUTIFUL TREES GROW BIRDS SING!

BY 2050

OUR VISION:

HOW DO WE BUILD ON OUR DISTRICT'S RICH HISTORY AND CULTURAL DIVERSITY to SHAPE a THRIVING, HEALTHY AND GREENER PLACE to LIVE?

CIRCULAR ECONOMY

RECYCLING IS EASY FOR BUSINESSES AND PEOPLE

BICYCLES + BUSES PREFERRED

WE MAINTAIN GREEN BUILDING STANDARDS

LEAVING NO ONE BEHIND KNOWLEDGE SHARED BETWEEN GENERATIONS

WAKEFIELD

SAFE FUTURE

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The Vision

It is 2050. Recycling is easy, accessible and not the only option. All houses are 'net zero' via retrofit or green building standards.

Our rich heritage such as canals, riverside, Chantry Chapel and the area around the Hepworth Museum are cared for.

Environmental knowledge is shared and developed in schools as well as community hubs and outreach programmes, educating adults and the wider community. Knowledge of reduce and repair is shared intergenerationally.

Shops and businesses are incentivized to be 'net zero' and take part in community projects, promoting reuse, reduce, and recycle and food waste production.

We are free to access and roam green spaces across the district, where trees grow, birds sing, nationalised water runs and we feel good, using EV and sustainable transport to get us there.

Public transport is vastly improved, easily accessible and reliable. EV and cycle lanes are the preferred method of transport in urban and rural areas.

"In 2050 we have left a green, healthy and sustainable legacy for generations to come".



The Projects



The Projects: A Call to Action

These ten projects reflect what people across the district want to see happen. They are a call to action - **proposing new ideas** and **scaling up existing initiatives**.

Together, these projects offer a **path to collective change**: inviting residents, the council, businesses, and other local actors to work side-by-side towards a thriving, net zero district.











Note: Project numbers are for reference only and do not reflect priority or ranking



Wakefield Citizen Visioning

Building a Greener Tomorrow

The Projects: A Call to Action

Project	What its about	Main outcomes
 Wakefield Net Zero Festival	A district-wide event connecting people and showcasing green initiatives	Increased awareness and participation in green activities
 Community Environment Toolkit	A digital hub to help people start and share community-led environmental projects	Empowered, self starting communities sharing best practices
 Advisor for Future Sustainable Buildings at an Affordable Price	Support and advice for residents about energy-efficient, affordable homes	More people have energy efficient and sustainable housing that helps lower energy bills
 Community Renewable Energy	Using unused land and water for wind and hydropower, reinvesting savings into the community	Clean energy generation and reinvestment in community projects
 Uplifting Communities	Roving community bus that connects up community hubs across the district to unite and support community-led green initiatives	Stronger communities, increased awareness and engagement in green activities, improved local green spaces
 Get Connected	Cross-generational communications to bring together all projects and spread awareness	Greater public engagement and understanding of net zero progress and opportunities in the district
 From Small Seeds, Strong Roots Grow	Small garden growing and food sharing scheme, led by older residents to build community connection and self-sufficiency	Lower food bills, better mental health, intergenerational knowledge exchange and stronger communities
 @WakefieldNet0	Social media officer to promote all local green efforts and campaigns, especially for younger people	Increased digital engagement and environmental awareness for younger people in the district
 Let's Bee Green	Community beekeeping, promoting biodiversity, skills and mental health	Bee-friendly spaces, skills development, and local honey sales
 Rural mini-buses	Accessible EV minibuses linking rural areas to town, routes developed in consultation with residents to serve community needs	Greener travel and better rural connectivity

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING



PROJECT IDEA

LET'S TAKE ACTION!

ANNUAL CELEBRATION

A LONG-TERM PROJECT

JOINS UP COMMUNITIES

ECO FESTIVAL

MULTI-GENERATIONAL

BOOSTS MORALE

PEOPLE SIGN UP TO ACTIVITIES

LOTS to LEARN, SEE and DO!



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Project One: Net Zero Festival

Why this project matters

We want to join up communities in an event where people can come together, learn, support and get involved with other community activities about net zero.

Expected impacts and outcomes

People are informed of what is happening across the district; more people sign up to green and community activities; and the green network of organisations developed and strengthened.

Measuring success

Number of organisations involved; outcomes from workshops; attendance at events and activities advertised.

What will the project involve?

Small activities feeding into existing festivals, feeding into a Wakefield Green Festival with activities in local schools and community organisations should bring together other activities like sharing and celebrating the community toolkit.

Who is involved?

Council, community organisations, businesses (for sponsorship), this venue [Wakefield Exchange], volunteers, schools, everyone!

Communicating about the project

'Wakefield Net Zero Festival. We come together to learn about and protect our green spaces'

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

PROJECT IDEA

LET'S TAKE ACTION!

GIVES the
COMMUNITY
CONFIDENCE+

AUTONOMY!

COMMUNITY
TOOLKIT

CREATED
TOGETHER

CO-DESIGNED

DIGITAL
+
SOCIAL

RESOURCES
and SUPPORT

HELPS COMMUNITY
GROUPS

involve

wakefieldcouncil

Project Two: Community Environment Toolkit

Why this project matters

Encourages individuals to take an active part, rather than expect the council to do everything. Empowers people to 'do it themselves' (initiate).

What will the project involve?

Toolkit Hub Website, with facility to host individual branches' information and activities. Share with Hub and branch-to-branch. The toolkit Hub offers: contacts, information, step-by-step guides on how to be green and set up/run community organisations.

Expected impacts and outcomes

Facilitate the ease by which individuals and communities can motivate themselves to set up and run community led projects, for their own benefit. Sharing best practice between groups and branches.

Who is involved?

The council, volunteer branch rep, moderator (online content), sponsors (local businesses, adverts), promotion through Net Zero Festival and Roaming Bus [other project ideas from Citizen Visioning project]

Measuring success

By looking at the health (posts) on the networks, branches and engagement (visits) to the Hub. Advisors to 'visit' groups to assess, monitor and advise.

Communicating about the project

'Make your ideas a possibility'

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

A CLEAR POINT of CONTACT

PROJECT IDEA

RETROFITTING GUIDANCE

LET'S TAKE ACTION!

GREEN PROPERTY ADVISOR



ECO-HOMES

AIDS HOME IMPROVEMENTS

EDUCATES COMMUNITIES

ENFORCES PROPERTY DEVELOPERS

AN EXPERT

ACHIEVING CHANGE

LOBBYING UK PARLIAMENT



ECO JUSTICE

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Project Three: Advisor for Future Sustainable Buildings at an Affordable Price

Why this project matters

Enforcement needed to improve and control energy efficiency in new homes - advice on improvements to efficiency in older properties.

Expected impacts and outcomes

Less energy used to run homes - warmer in winter and cooler in summer - cheaper bills using less fossil fuels or more renewable energy sources

Measuring success

Each district will achieve noticeable drops in electricity and gas usage and more efficient homes (EPC) within the coming years, sustainable tools such as heat pumps will reduce in price.

What will the project involve?

Building new houses to specific standards and improvement in older houses where possible; affordable housing for first-time buyers; quality checks regularly.

Who is involved?

Council planning department, builders, financial advice or government subsidies to make it affordable. First-time buyers.

Communicating about the project

Support and advice creating sustainable and affordable buildings from council planners, to meet net zero targets.

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

PROJECT IDEA

LET'S TAKE ACTION!

REPURPOSE DAMAGED
WATER SOURCES

RENEWABLE ENERGY
SOURCES

COMMUNITY-
OWNED
ENERGY

EMPOWERS
LOCAL
PEOPLE

DETERS PEOPLE from
DANGEROUS WATER

IMPROVES
our AREA



HYDRO

WIND



Project Four: Community Renewable Energy Projects

Why this project matters

Reduces the need for non-renewable energy sources and repurposes water sources that can't house ecosystems.

What will the project involve?

Unused land can be used for wind turbines and hydro power. Experts in hydropower / wind turbines / funding for equipment.

Expected impacts and outcomes

Use un-used or damaged water sources as sites for renewable energy e.g. hydro, wind turbines; money saved reinvested in community projects.³⁵

Who is involved?

Land owners provide land. Joint funding with the council. Supported by local community members. People from other areas where this has been successfully implemented.

Measuring Success

Reduced energy costs; reduced pollution; repurposing unused water and land; improved community engagement.

Communicating about the project

Providing cheap, green, 'feel-good' energy for local needs.

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

WORKING TOGETHER

PROJECT IDEA

LET'S TAKE ACTION!

YOUR ONE-STOP-SHOP COMMUNITY HUB

DIFFERENT EXCHANGES

ECONOMICAL

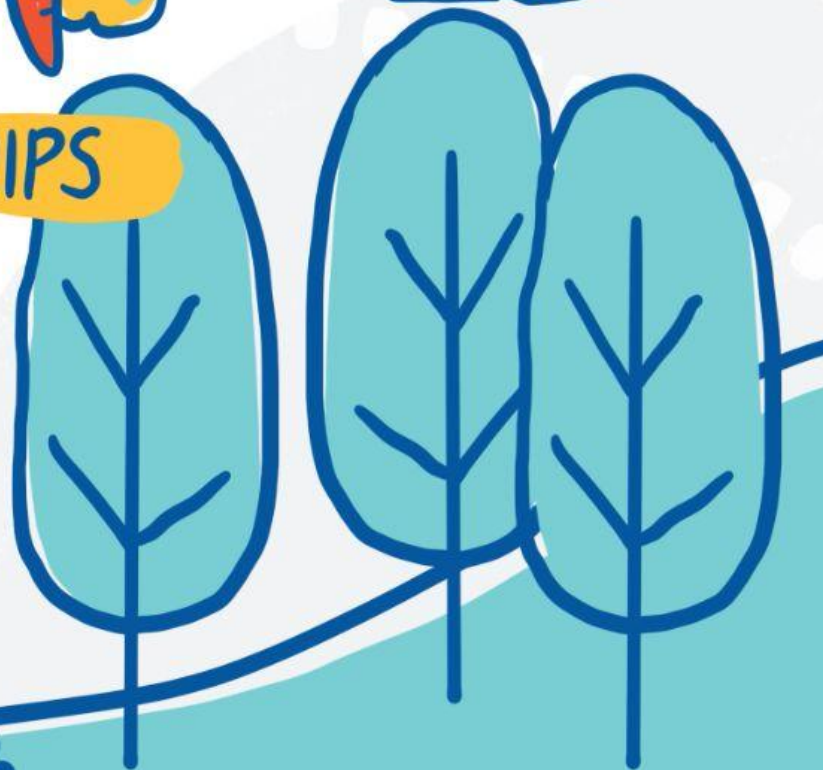
IMPROVES ACCESS

NURTURES RELATIONSHIPS

REACHING LOCAL and RURAL PEOPLE

MOBILE HUB

CENTRAL HUB



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Project Five: Uplifting Communities: Community Hub



<p>? Why this project matters</p> <p>Greater community engagement, positive environmental impact</p>	<p>💡 What will the project involve?</p> <p>Multilevel education of all ages, integrating different community groups, create a central hub in Wakefield, buy and set up roving bus to engage rural communities, council to organise/promote local initiative (community clear up, wildspace management, community allotments)</p>
<p>🌳 Expected impacts and outcomes</p> <p>Stronger community spirit, improved physical and mental health, maintained and improved green spaces</p>	<p>👥 Who is involved?</p> <p>Initiatives run by community groups e.g. clothes exchange, bartering etc. Funding and organisation (toolkit) from council (levelling up) sponsorship local businesses. Representation from MPs and councillors.</p>
<p>✅ Measuring success</p> <p>Community engagement surveys, footfall, community group membership.</p>	<p>📣 Communicating about the project</p> <p>'Creating a greener, healthier Wakefield, together!'</p>

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

PROJECT IDEA

LET'S TAKE ACTION!

GET CONNECTED

ENABLES TRACKING of
SUCCESS

ALL AGES
CONNECTING
TOGETHER

INCREASES
VISIBILITY

SPREAD the WORD
THROUGH DIFFERENT CHANNELS

LEARN ABOUT COMMUNITY
ACTIVITIES

SUPPORTS
COUNCIL +
CHARITY
INITIATIVES

REDUCE
ISOLATION

UNITED OVER
the ENVIRONMENT

NOTICE BOARD

GET
INVOLVED

involve

wakefieldcouncil

Project Six: Get Connected

Why this project matters

It's to educate every generation, spread awareness; target every audience; increase online presence from the council about net zero, climate change and local efforts; show people how to get involved and what activities and events are taking place; it is the glue between all the projects (social media, awareness)

Expected impacts and outcomes

All generations are more connected; all generations are more aware; all are less isolated and wellbeing is increased; increased participation in green activities across the district; education increases in green net-zero challenges and solutions; social media presence increased; local initiatives, societal projects and charities are supported; way to advertise events and Wakefield Council projects and decisions; it should link every other project together.

Measuring success

Younger: ask kids to draw pictures or write stories after lessons or clubs to see how their understanding has changed. Middle: social media polls or questionnaires, followers and numbers of people at events, creating social media pages to gain a following, this shows how the local community feels and to get reviews. Older: telephone surveys, paper questionnaire (free postage). All: visibly notice a change within the local community such as, more green projects and groups (e.g gardening club), promoting events like the Eco-Fest, increase in the number of people attending; our project links will with the @wakefieldnet0 project, so could combine these to make one big project.

What will the project involve?

Younger: schools and education systems; local net zero teams; local volunteers to provide groups and activities. Middle: social media team or leader who run a campaign on multiple platforms used wider by younger adults and older adults; post and spread awareness for local initiatives, events and projects. Older: newspaper articles; telephone calls; information booklet (every 3 months or so?) or events calendar posted to older generations as opposed to small and overlooked flyers; use a local postal team to send out the info booklet.

Who is involved?

Younger: teachers, parents, guardians and local youth groups; Middle: Council social media manager and team, local community members can volunteer to take part in spreading the campaign on their accounts. Older: Newspaper companies, someone to write the article, people to make phone calls, local church groups or respite centres.

Communicating about the project

Bring all generations together to get involved in building a thriving, greener and healthier place to live. 'Be the change you want to see'

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

PROJECT IDEA

LET'S TAKE ACTION!

SHARING
SKILLS

PASSING
DOWN
KNOWLEDGE

GROW YOUR OWN
SHARE SURPLUS

from SMALL SEEDS,
STRONG ROOTS GROW

BENEFITS
MENTAL
and
PHYSICAL
HEALTH

CREATING COMMUNITY GARDENS
IT'S FUN + RESOURCEFUL!

GREEN SPACES

involve

wakefieldcouncil

Project Seven: From small seeds, strong roots grow

Why this project matters

Education, mental health, it's simple and sustainable.

What will the project involve?

Residents start growing food in pots and smaller garden spaces. Volunteers run sessions to improve knowledge - these sessions are led by retired people. Communities apply knowledge in their own areas. Volunteers can get involved in helping people to design their small food gardens, for those who can't do it themselves, need help, or aren't interested in doing the work themselves.

Expected impacts and outcomes

Cheaper household bills for food; people are self-sufficient; re-learning lost knowledge; building community skills; fruit and vegetable exchange.

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Who is involved?

Council to provide resources e.g. pots, seeds; older generations teach gardening knowledge; Community applies the knowledge; groups to collect plant pots and bring communities together; work with small businesses; sponsored by garden centres/supermarkets; can sell produce back to shops.

Measuring Success

Sample views of participants, if these groups increase or the amount of people taking part increases, this is a sign of success.

Communicating about the project

Communication would be spread by word of mouth, notices in churches, garden centres and other shops. Accessibility is determined on a person-to-person basis. 'Learn to successfully grow your own food for free as well as exercise in a social environment'

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

PROJECT IDEA

LET'S TAKE ACTION!

@wakefield-net-zero
SOCIAL MEDIA

LET'S SPREAD the
WORD!

CREATES
COMMUNITY

YOUNG PEOPLE can be
AGENTS of CHANGE!

MAKE
EDUCATION
ENGAGING

CONNECTIONS

A DIGITAL HUB
of RESOURCES

SUPPORTIVE

FUN

PLAYFUL

involve

wakefieldcouncil

Project Eight: @WakefieldNet0 Social Media Manager

? Why this project matters

Engage younger people; creating good habits; but including 'all' to think greener; communication is key.

💡 What will the project involve?

The project involves a person or team dedicated to social media i.e. TikTok, Instagram, Facebook, community pages, promoting upcoming environmental events within the communities. The project: making 'all' aware of our climate and the changes it needs.

🌳 Expected impacts and outcomes

Breakdown of generational barriers; bringing people together; all becoming 'agents for change'.

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👥 Who is involved?

Social media, local media, companies, communities, 'lionesses', local councils, sponsors

✅ Measuring Success

Surveys, polls, footfall at events.

📣 Communicating about the project

'Communicating our greener ideas digitally'

BUILDING a GREENER TOMORROW
WAKEFIELD and DISTRICT CLIMATE VISIONING

IMPROVES SPACES

PROJECT IDEA

LET'S TAKE ACTION!

BOOSTS WELL-BEING

COMMUNITY BEE HIVES

BEE GREEN

ENTERPRISING

"COME 'BEE' WITH US!"

USE COUNCIL LAND

↳ OPEN TO ALL

↳ ENCOURAGES SOCIALISING

involve

wakefieldcouncil

Project Nine: Bee Green Community Beehives

Why this project matters

Promotes mental health; people being together, learning new skills; appreciation of how important bees are for the environment and helping any fears a person may have.

What will the project involve?

Use of repurposed council land where a good number of hives can be installed. Needs to be where relaxed moving and wildflowers are encouraged to grow. Need training to look after the hives and protective suits etc need providing.

Expected impacts and outcomes

Local communities would benefit and would be good for people who are not⁴⁵ working e.g. job creation. The honey could be sold on to health food shops and farmers markets.

Who is involved?

Business partners eg. garden centres, plant nurseries and suppliers. Also need hardware sponsors for the supply of wood for fences. Also good to have schools involved for their education.

Measuring success

Communities could thrive - it gives purpose, helps mental health issues.

Communicating about the project

'Come bee with us!'

Project Ten: Rural Transport

Why this project matters

Using EV mini buses in rural areas will reduce the number of cars on the road thereby reducing air pollution. Mini-buses can contribute to the more frequent runs of buses. It would help rural people come into town and interact with urban people.

Expected impacts and outcomes

Alongside helping people travel easily into town, this would be environmentally cleaner and greener and could increase people's opportunities to access employment.

Measuring success

Evaluation: number of bus users, measurement of air pollution and expenditure.

What will the project involve?

Purchase of new EV mini-buses which are accessible to wheelchair users. Consultation between bus companies and the public to ascertain the necessary frequency, timings and routes. Note: a similar scheme to this is needed in not-rural but not-central parts of Wakefield.

Who is involved?

Council, bus company, sponsors and advertisers. Residents and bus users.

Communicating about the project

'Travel by bus, go green!'

Insights

Participant experience summary

Feedback from the three citizen visioning workshops reveals consistently strong engagement, trust and enthusiasm among participants. Throughout the sessions, attendees gained a clearer understanding of the process, grew more confident in sharing their ideas and showed a strong desire to stay involved.

At least 85% of participants in each session felt they understood the day's purpose, were able to contribute meaningfully, and learned something new - highlighting the accessibility and inclusiveness of the workshop design ([see details in appendix 2](#)).

Qualitative insights further emphasised respect, inclusivity, local pride, environmental commitment and the need for transparency and clear communication (see next slide).

Together, the data suggests that across the three sessions the group moved from curiosity and hope to purposeful participation and readiness for the next stage of collaboration.



Participant experience qualitative responses

The session gave me a clearer idea of what this project is trying to do. I wasn't sure at first, but now it's clicking.

Really appreciated the respectful atmosphere. I felt able to say things I wouldn't usually share.

I came away with things I can act on at home and in my neighbourhood.

I want to keep being involved – it's becoming real now.



Advisory Group

We brought the Advisory Group together in July 2025 to reflect on the final vision and project ideas. Their discussions surfaced these key themes.

- **Persistent priorities.** Housing and transport were strong themes in the projects ideas - even without dedicated speakers on these topics - showing their importance to residents.
- **Intergenerational appeal.** People want to see projects that bring generations together.
- **Communication gaps.** We need more resident-focused, story-led communication to connect people to projects across the district. The current approach isn't working.
- **Simplify delivery.** Many ideas are practical and achievable. Let's stop overcomplicating and instead ask - *why can't we do this?*
- **Quick wins and big change.** Some projects can start now; others support longer-term social change. Both matter.
- **Advocacy tools.** Some ideas lie outside council control but can help us advocate for wider policy change.
- **Power of partnerships.** Working with businesses, communities, and regional networks could unlock impact and funding.
- **Strategic fit.** The projects align well with the District Plan and will shape the new Climate Change Strategy.
- **Deep engagement works.** Listening, learning and building trust with residents adds real value.
- **A model for the future.** This citizen visioning approach should shape future engagement across the district
- **Transparency builds trust.** Share progress honestly, even when plans change or can't be delivered. This strengthens relationships and maintains council accountability.

Appendix

Appendix 1: Children and Young People's Engagement



Children and Young People's Engagement

In May and June, we met with three schools across the district to hear their vision for the future of the district. Each school followed a version of this plan.

Lesson Plan 120 mins	
Time	Activity
5mins	Introductions to delivery team, lesson purpose and what will happen with their ideas
15mins	Appreciative inquiry. What do you love about your local area? Prompts to think about: where they live, how they get around, where they spend their free time, what makes them feel happy and healthy, how people earn money, where people do their shopping, where they learn, how they feel connected to each other
25min	Co-benefits of climate action. Bingo game introducing co-benefits of taking climate action. Co-benefits include: protecting nature, creating jobs and skills for the future, reducing pollution, building strong communities, improving physical and mental health, promoting a fairer society, improving comfort in homes, easing costs of living pressures, making travel easier, safe spaces to hand out in a climate changing world
15min	Considering the question. Introduce the question and provide supporting examples of local climate action in the UK.
15min	Break
40min	Poster creation. Posters created in response to this prompt: It's the year 2050, and Wakefield has done a great job at tackling climate change. Imagine you're walking around your area - what do you see, hear and feel? What's different? What makes it a great place to live?
5min	Sharing back. Volunteers share their poster with others
10min	Quiet reflection. Short reflection sheet exploring how they found the session
5min	What happens next. Explanation of where their ideas will go and how we will close the loop



Children and Young People's Engagement

Young people were clear: they care deeply about the future of their communities and the planet. They want to be involved, heard, and respected as equal partners in shaping a greener, fairer future.

Act fast and act together.

- “Change needs to be made quicker”
- “If we work together, we could make the environment healthier and better to live”

Every voice matters.

- “No matter your likes, dislikes, race, disability, everyone is equal and everyone can help make an impact”

Young people want a seat at the table.

- “We are actually a fresh set of eyes which can help mould and inspire others”
- “Many young people do want to help or share ideas”

Involve young people directly.

- “Invite young people to workshops”
- “Do more things together [across generations], like tree planting and litter picking”

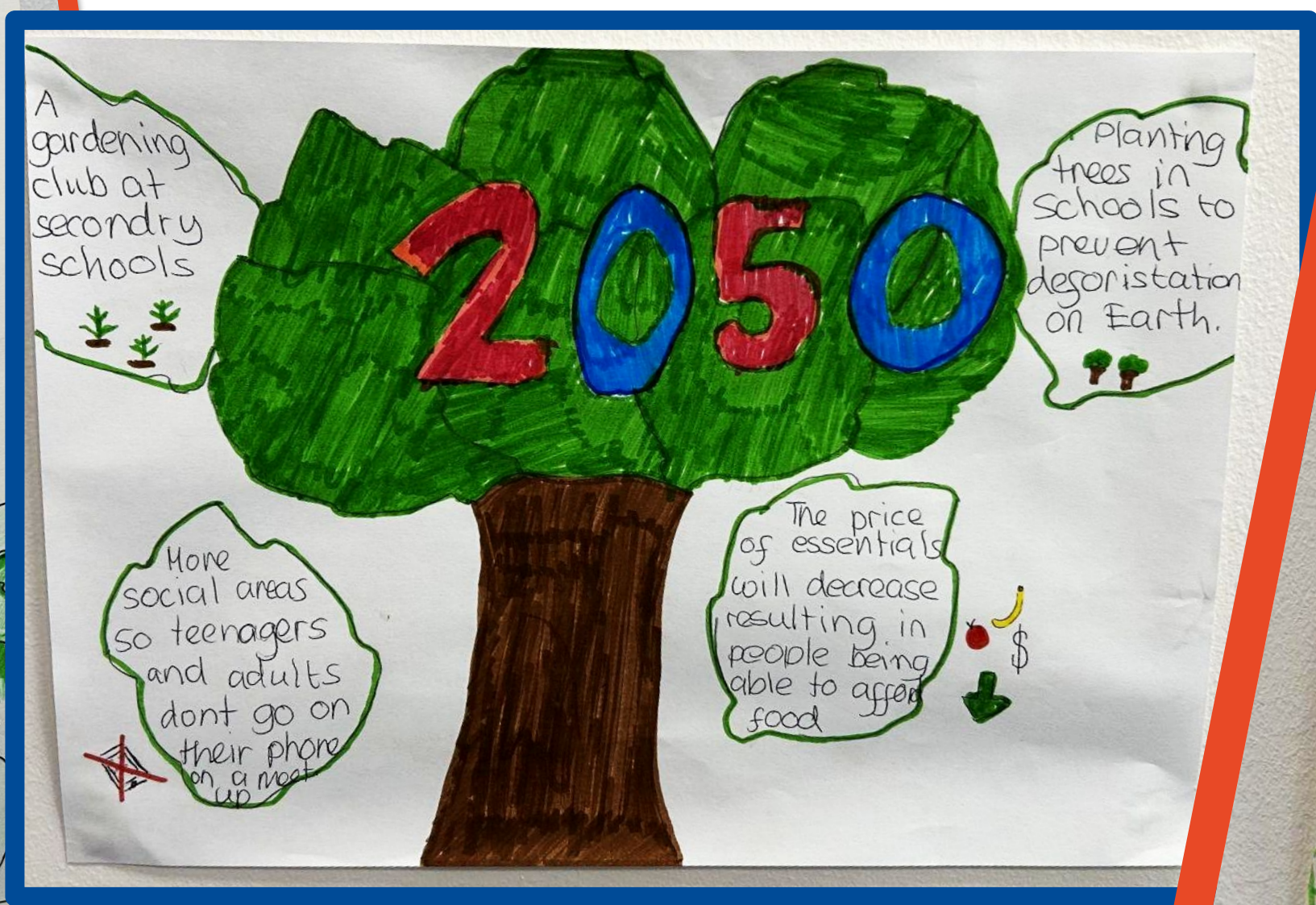
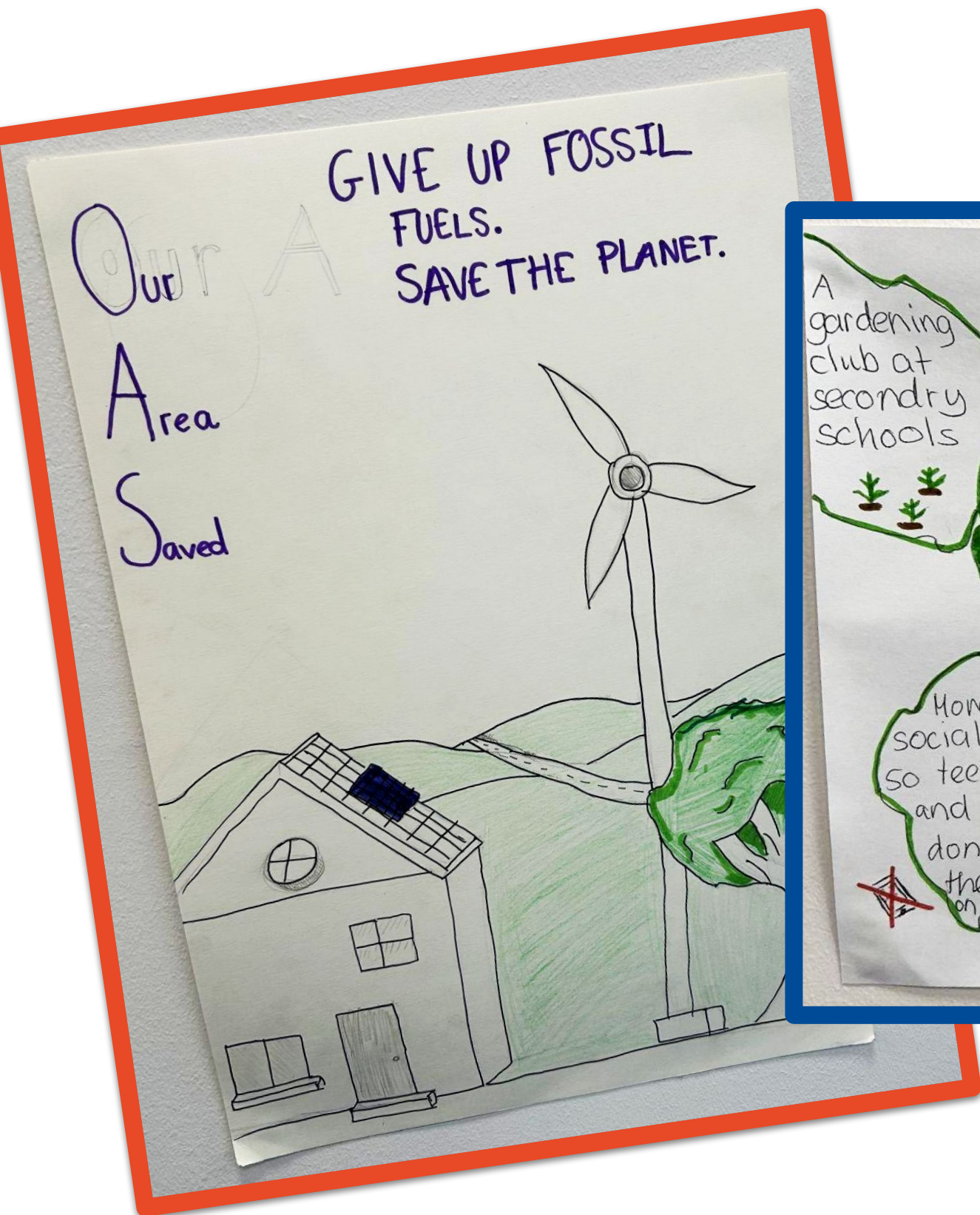
Model positive behaviour.

- “Set a better example for children and let them know what's right or wrong to help us in the future”

Respect and value young people's ideas.

- “Don't dismiss us”
- “Use our ideas as inspiration”

Children and Young People's Engagement



Appendix 2: Member Feedback

Member Feedback

At the end of each session, members were asked to complete a short feedback survey about their experiences of the session. We've summarised the quantitative data from the three surveys in this table.

Statement	Session 1 (n=15)	Session 2 (n=13)	Session 3 (n=17)
I understand the purpose of today's session	11 strongly agree 4 tend to agree	9 strongly agree 3 tend to agree 1 neutral	9 strongly agree 6 tend to agree 0 neutral
I felt able to contribute my views	12 strongly agree 3 tend to agree	9 strongly agree 4 tend to agree	11 strongly agree 4 tend to agree
I learned something new or useful	9 strongly agree 4 tend to agree 2 neutral	8 strongly agree 4 tend to agree 1 neutral	8 strongly agree 5 tend to agree 2 neutral
I want to be involved in similar sessions in future	11 strongly agree 2 tend to agree 2 neutral	10 strongly agree 3 tend to agree	10 strongly agree 4 tend to agree 1 neutral

Appendix 3: Net Zero Summit

Net Zero Summit

A week after the final Citizen Visioning session, key actors from across the district met to network and share learning on the transition to net zero. We ran two 45min workshops sharing the results of the Citizen Visioning project and gathering ideas for how to turn the projects into action.

A total of 11 actors attended the workshops. They included councillors, council officers, business owners, community leaders, and environmental organisations. This was a good opportunity to socialise the citizen visioning process and outcomes with a wider audience of actors across the district.

We were lucky to be joined by one of the citizen visioning members, who shared their experience of what it was like to take part in the process.



Appendix 4: The Advisory Group



The Advisory Group

The Advisory Group played a pivotal role in the project's success. They contributed insights, local expertise, and content to ensure the evidence presented was balanced and the outcomes make a meaningful impact to the local policy landscape.

The Advisory Group brought together key actors from within and outside the council:

- Wakefield Council Teams: Climate Change, Street Scene, Communities, Public Health, and Planning, Transport and Highways
- NHS
- New College
- Robertsons
- VICO Homes

Over the course of the citizen visioning project, the Advisory Group we convened the Advisory Group three times. Each meeting focused on key aspects of shaping and refining the process.

- **Meeting One.** We introduced the citizen visioning project, explored evidence selection and outlined what makes an effective recommendation
- **Meeting Two.** We defined what success would look like, review the feedback on the draft vision and 'ideas for action', and explored ways to maximise impact
- **Meeting Three.** We shared the final vision statement and project ideas, and discussed how to turn the ideas into action.

Through their expertise and collaboration, the Advisory Group ensured the project delivered a compelling vision and actionable projects that reflect the needs and aspirations of the community.

Appendix 5: Net Zero Living Programme

Net Zero Living programme

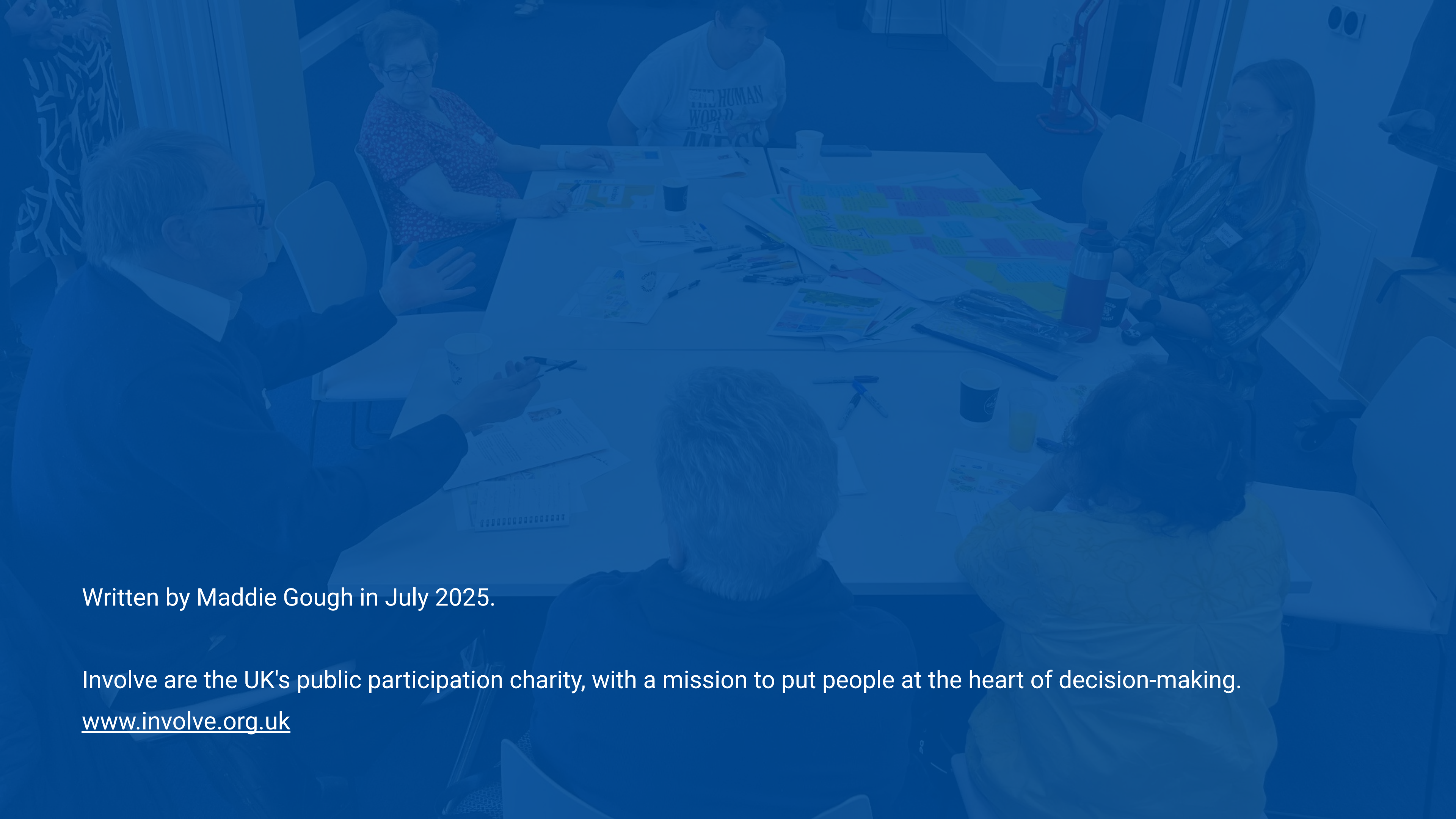
This project was funded by Innovate UK as part of the [Net Zero Living](#) programme which aims to help regional authorities accelerate the transition to net zero.

Involve, Forum for the Future, Ipsos and Quantum Strategy & Technology were appointed to support 25 'Fast Follower' local authorities with their work on **visioning and citizen engagement**.

Around a third of the UK's carbon emissions are dependent on sectors that are directly shaped or influenced by local authority practice, policy or partnerships. Many of the technological solutions needed to move places to net zero already exist, but local authorities face many challenges and barriers when trying to deliver these solutions at the scale needed.

The cohort of 52 funded places across the UK are delivering projects to overcome the non technological barriers to delivering net zero in a place.





Written by Maddie Gough in July 2025.

Involve are the UK's public participation charity, with a mission to put people at the heart of decision-making.

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