

# Nottingham Green Partnership Agenda

No.	Item	Lead	Duration	Times
	<i>Room opens for networking and arrivals</i>		30 mins	9:30 - 10:00
1	Welcome / housekeeping	Richard Barlow (chair) Andrew Quick, Nottingham Playhouse	15 mins	10:00 - 10:15
2	Review Notes from Last Meeting (14/05/25)	Richard Barlow (chair) / All	15 mins	10:15 - 10:30
3	Green Hustle Festival 2025 - Growing Together Recap	Adam Pickering, Green Hustle	15 mins	10:30 - 10:45
4	UKSPF / Business Decarbonisation Grant	David Kelly, Nottingham City Council	15 mins	10:45 – 11:00
5	Nottingham Climate Assembly Update	Julian Marsh, Nottingham Climate Assembly	15 mins	11:00 – 11:15
6	Workshop: NGP Progress Review & Forward Planning	Richard Barlow (chair) / All	30 mins	11:15 - 11:45
7	AOB	All	10 mins	11:45 – 11:55
8	Close / Request for future venues and speakers	Richard Barlow (chair) / All	5 mins	11:55 – 12:00

10:00 – 10:15

# Welcome/ Housekeeping

**Richard Barlow, Chair & Andrew Quick, Nottingham Playhouse**

10:15 – 10:30

# Review Notes from Last Meeting (14/05/25)

**Richard Barlow, Chair**

10:30 – 10:45

# Green Hustle Festival 2025: Growing Together Recap

**Adam Pickering, Green Hustle**

# GREEN 25 HUSTLE

2025 FESTIVAL!

GROWING  
TOGETHER



Our partners









# Attendance

## **KPI: Attract 5,000+ members of the public to the festival via in-person activities**

Unfortunately, we do not have accurate 'footfall data' from this year's festival. However, the general consensus amongst the team, partners and stallholders was that this year's event felt as busy if not busier than in 2024. Our stall holders report engaging up to 350 people in their activities over the course of the day, and the area in front of the stage was very busy for much of the event. The Green Hustle festival audience includes both people who stay for a long time, and people who pass through the event on their way through the city centre, so we can approximate an audience of around 12,000 people.





# Biodiversity

## **KPI: Undertake minimum of 2x projects that benefit city-centre biodiversity**

We delivered a £1,000 (including donations from Richard Barlow at Nottingham Green Partnership, Compa Hockley) of greening projects across two sites. Our main site was Sussex Street next to Nottingham College where, working with Grow Notts, Sarah Manton, The Nice Place and 17 volunteers, we revitalised the space with weeding and new planting. We also topped up and refreshed planters around Sneinton Market Avenues, with at least 160 plants added across the two sites.

New support from Experian totalling £20,000, enabled by the festival, means that we are now able to support the delivery of approximately 24 further green volunteering sessions throughout the year, with a budget of £7,000 which will help sustain the community organisations and gardeners directly looking after the city's green spaces. This includes funding regular maintenance of Green Hustle's own Wilford Street Wildlife Ramp, Barker Gate Rest Garden and various other green spaces nurtured by Sarah Manton, Guidance and Growth, and Grow Notts.







## Press

**KPI: At least 1x national newspaper article (i.e. BBC, Guardian, Independent, The Times), and receive coverage across all local outlets (i.e. BBC Radio Nottm, East Midlands Today, Post, LeftLion)**

We achieved at least [38 pieces of press coverage](#), which our PR support gives a potential audience of 2.7m, with 133 brand mentions.

We were approached by The Times about recording a video piece of our workshop sessions but the journalist wasn't able to attend any of the times available.



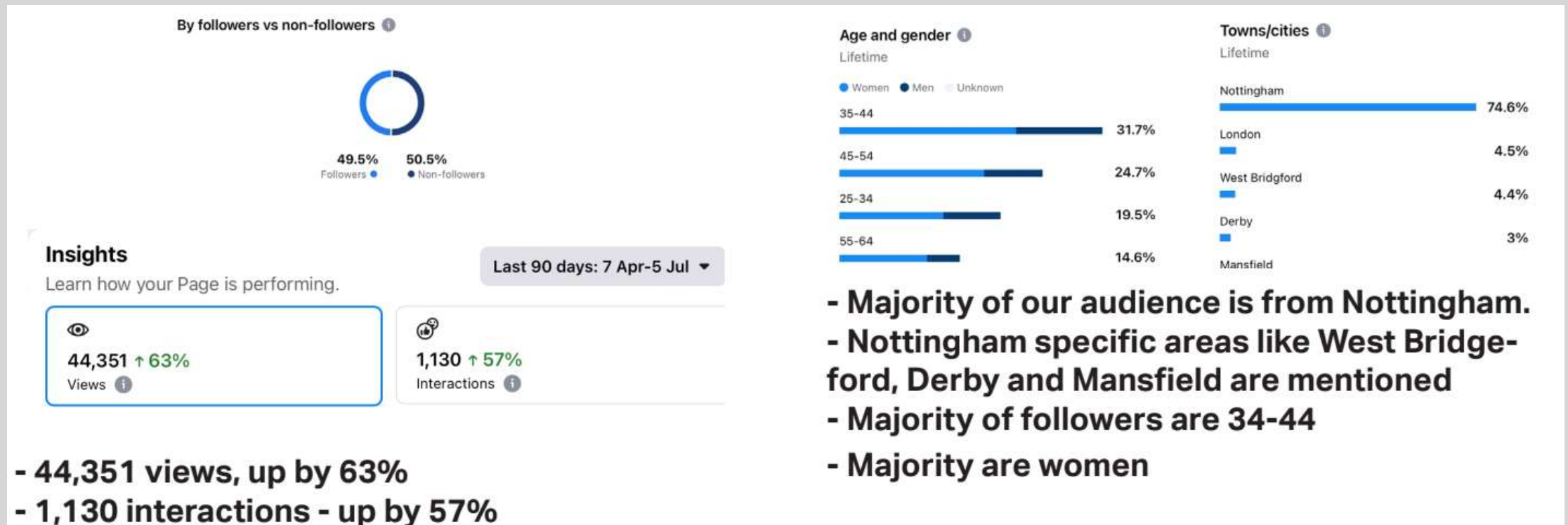




# Online reach

**KPI: Reach 50,000+ members of the public via online marketing and promotions, inspiring message-focused engagement**

On Instagram, we had 157k views, 50% of which were from non-followers, and 4k visits to our profile. On Facebook, we had 44k views, 915 reactions, 76 comments and 139 shares. This totals over 200k.





LIVED-IN  
repairs



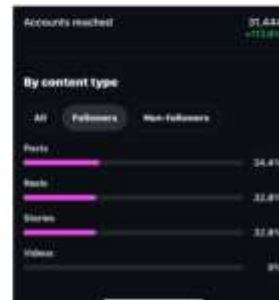
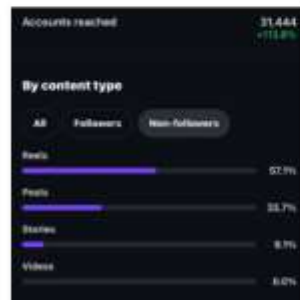
# Online reach

## Instagram:

### REACH



- 157,197 views, 50% from non followers
- Reach 31,444



- Reels reach majority non follower views, 57%
- An even split between reels, stories and posts reach followers

### AUDIENCE



- A healthy balance across all the ages, with a small majority aged 25-34,
- A large majority of our audience are women, 70%



- Majority of our audience is from Nottingham.
- Nottingham specific areas like Carlton and West Bridgeford are mentioned
- Followers are up by 17% in the last 90 days

### INTERACTIONS





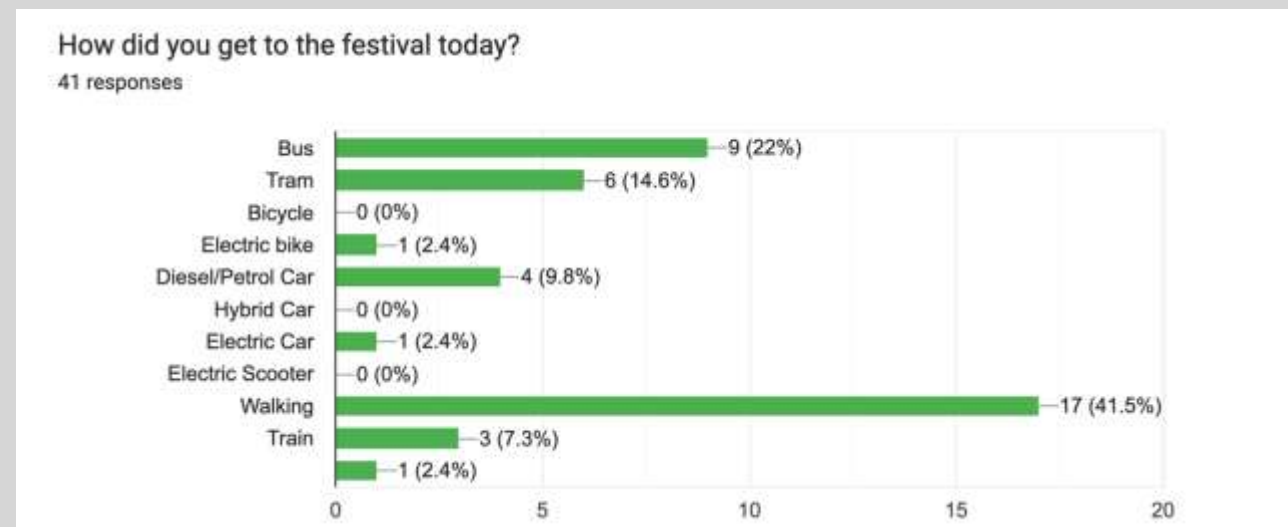


# Carbon footprint

## KPI: Capture data that demonstrates the festival has a negligible carbon impact

Our site waste was limited to ~1 full 1200 litre bin, collected by Nottingham City Council and transformed into energy via the Eastcroft Energy From Waste Incinerator. Data on our water and energy usage on Old Market Square has not been shared by Nottingham City Council.

We undertook some changes to the way we captured audience travel this year in order to simplify the survey. The majority (90%+) of our audience surveyed came to the festival using low or no carbon methods i.e. active transport or public transport.







# Carbon footprint

## KPI: Capture data that demonstrates the festival has a negligible carbon impact

At least 30% of the stall holders surveyed attended the festival in a diesel/petrol car, so this will be an area for us to create an impact in reducing this for us for future festivals, and we will do this by exploring alternative drop-off options for equipment next year.

Our analysis is that the carbon impact of this year's festival was comparable with previous festivals, and prior in-depth analysis shows we will need to plant around 250 trees in the next year in order to more-than offset our overall expected carbon impact.







# Behaviour change

## **KPI: 50% positive responses that behaviour change has taken place as a direct result**

This year we used The Listen Inn as a space to gather people's pledges in order to understand behaviour change and the actions that people were inspired to take as a result of the conversations in that space, by asking people to "leaf us a pledge" and over 150 did.

The majority focused on spending more time in nature and appreciating the natural world, and there were other reflections around growing food, picking up litter, using active transport and engaging in community activism.

In order to more deeply understand the behaviour-change resulting from the festival, we will need to create another research project that looks at this as it is not currently within the capacity of the team, but this broadly reflects past studies.





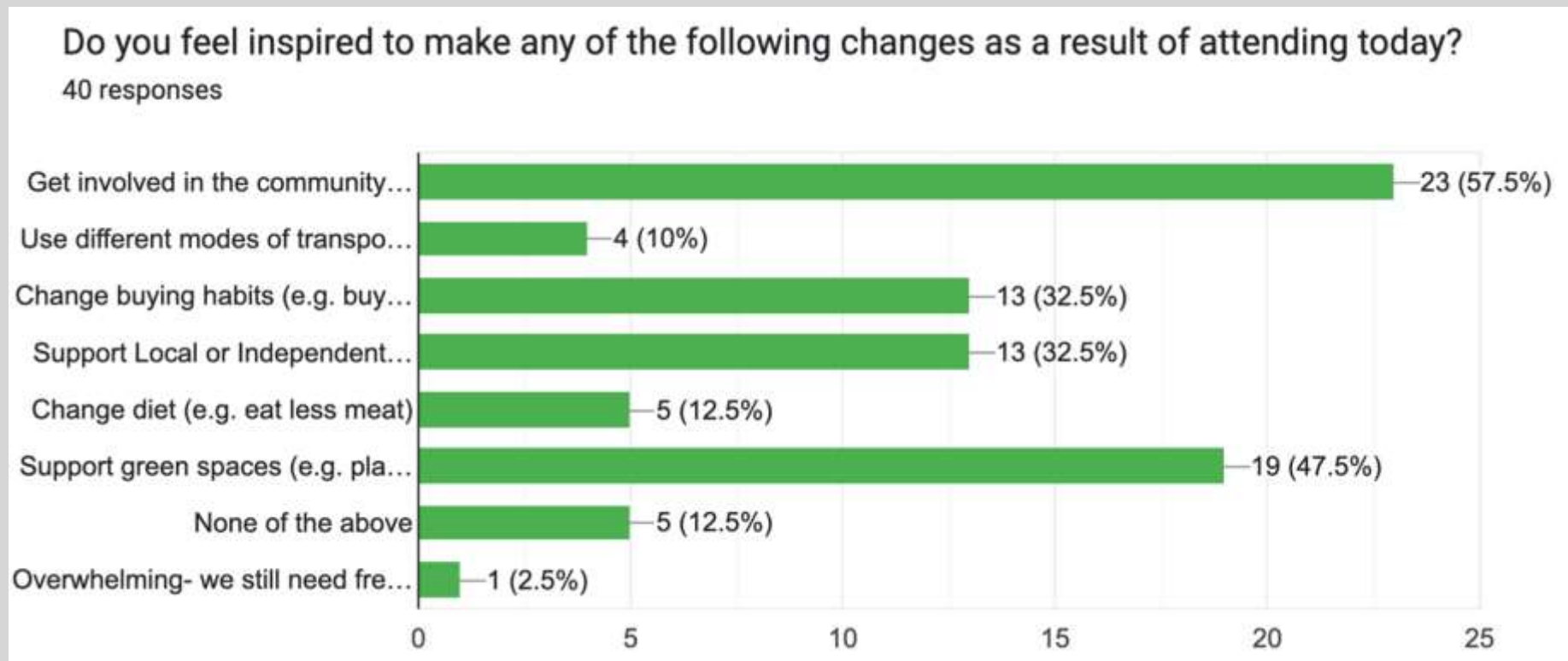
I love all  
the nature  
reserve park around  
Nottingham. We  
spent time there  
for a lovely picnic.  
Walking uphill and down  
hill calm me down  
and keep myself  
and my kids fit.

Chesca,  
Clinton  
Howard

# Behaviour change

## KPI: 50% positive responses that behaviour change has taken place as a direct result

85% indicated making a behaviour change. Our survey indicates the most common changes were related to engagement in the community, supporting green spaces and changes to shopping habits.









# Collaboration

## **KPI: Engage 50 Nottingham-based organisations in volunteering, engagement and promotional activities**

On The Day Activities: Angolan Women Voices Association, Another Way, Bikeworks, Bloco Transcultural, Capoeira Notts, ChalleNGe Nottingham, Connecting Notts, Circus Hub, Cultural Vibrations, Dizzy Ink, E.ON Next, Freedom Arts, Greenpeace, Grow Notts, Guidance and Growth CIC, Lived In Repairs, Mammoth: A Climate Action Cinema, Mind Out Theatre, Mums for Lungs, Nottingham City Council Carbon Neutral 2028, Nottingham City Local Group, Nottingham Climate Assembly, Nottingham College, Nottingham Green Festival, Nottingham Green Guardians, Nottingham Growing Network, Nottingham Open Spaces Forum/Sherwood People's Forest, Nottinghamshire Wildlife Trust Keeping It Wild, Nottinghamshire County Council, NTU Art & Design Students, Pythian Club, Refugee Roots, Resolve Notts, Rights for Flies, Shifting Your Mindset, SWAG/Clean Champions, Thriving Nottingham, Tiger CIC, The Roar Movement, University of Nottingham Institute for Policy & Engagement, Wild and Wonder, XR.

Traders: Abeyo Ethiopia, Doctor's Orders, Emmanuel House, Gee Gees, Herbal Intent, Himmah, Love Celestene, Shop Zero, Skin Solace, Tied Up In Notts, Whirly Wire, Veggies Catering Campaign

Plus 11 brands showcased in the fashion show

**Total organisation count = 67**





**SHIFTING  
YOUR MINDSET**  
*Empower • Inspire • Heal*  
**MEN'S SUPPORT SERVICES**  
**MEN DO TALK**

# Collaboration

## **KPI: Work with 4 partners to match-fund the festival**

The festival was supported by It's in Nottingham, Nottingham College, Mammoth: A Climate Action Cinema, E.ON Next and Experian raising a total of £66,000 for delivering the festival and ongoing green activities.

## **KPI: Engage 20+ creatives**

Pete Obsolete, Honey Williams, Rights for Flies, 11 musical acts on the Main Stage, Sarah Manton, Alice Reeves and April McCarthy leading the creation of site decor, 11 fashion brands and 24 models in the fashion show

**Total creatives engaged = 52**





Staa

at St Ann's allotment

Team days & Parties

1

3

4

Staa

CONNECT  
Comments

Staa  
at St Ann's allotment

Staa  
at St Ann's allotment



# Volunteering

## **KPI: Harness 100 volunteering hours**

There were 27 Green Hustle volunteers on the day, contributing around 75 hours.

Our on-the-day stall holder form reports 66 volunteers participating on stall holder activities on the day, contributing in excess of 200 hours.

In the lead-up to the festival, there were 29 volunteers involved in the site decor sessions and 19 volunteers fashion upcycling sessions, contributing around 2 hours each.

**Total volunteering hours = ~371 hours**

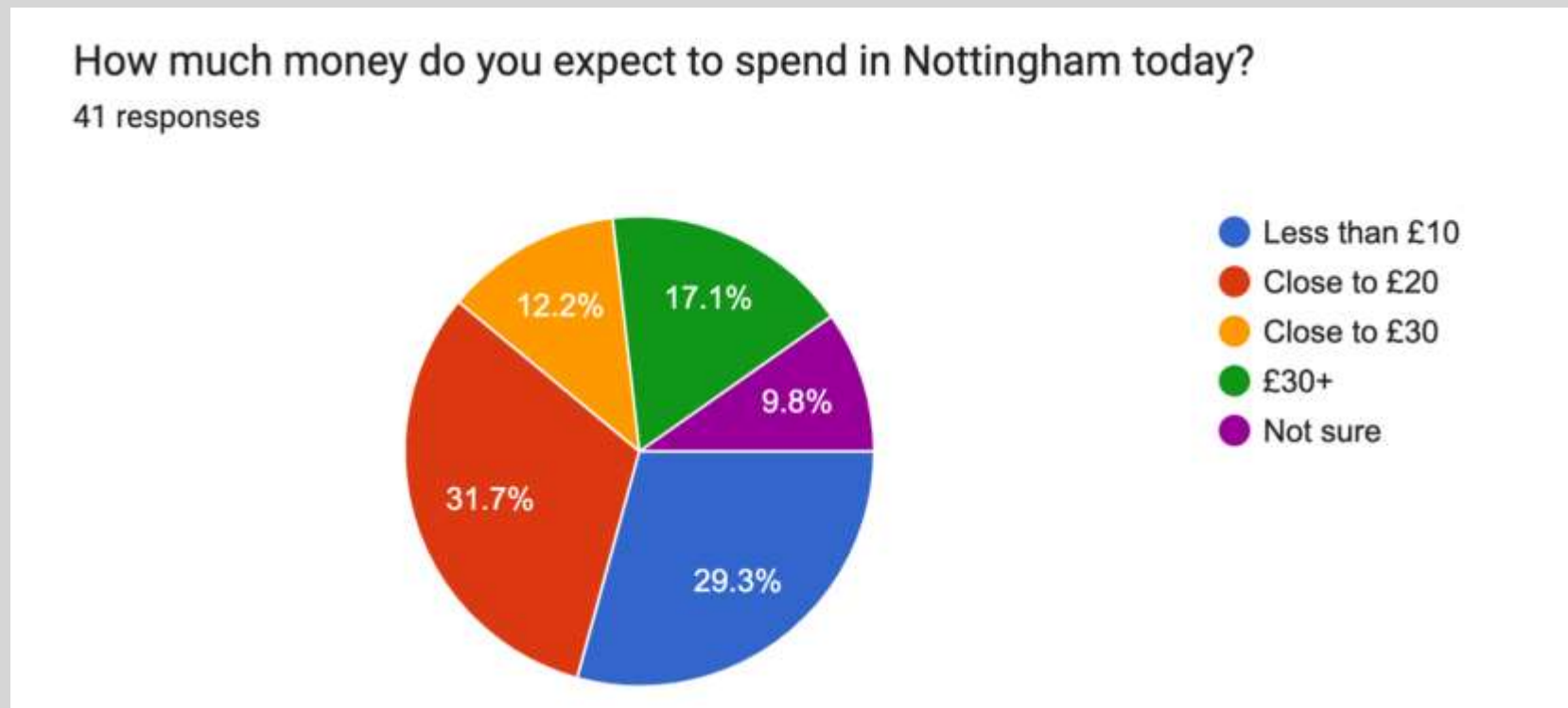




# Economy

**KPI: Bring £150,000+ short term returns to the city economy (average £15 per head)**

Around 30% of our surveyed audience spent under £10, 30% spent under £20 and 30% spent over £20 and 10% weren't sure. This implies a conservative median of £15 per head.







# Economy

## **KPI: Business promoter score of 8/10**

Our on the day stall holder survey reports 92% giving the festival at least 8/10 (25 responses).

We also captured 13 other stallholders' experiences via video on the day to capture their experience, here are some of their quotes:

*"I think what's great is that coming together of all different people from all different walks of life and backgrounds"*

*"The main reason we love coming here, is not only to be around like-minded people, but because it's in the city centre we get people coming along that might not necessarily know so much about conservation and it's a really good opportunity to talk to them"*

*"I think people become more aware of the beautiful surroundings that they're in firstly and look at more of the green spaces that we have in Nottingham. I also think people become more aware of the businesses that we have, the individual that we have and just all the amazing people doing amazing things"*



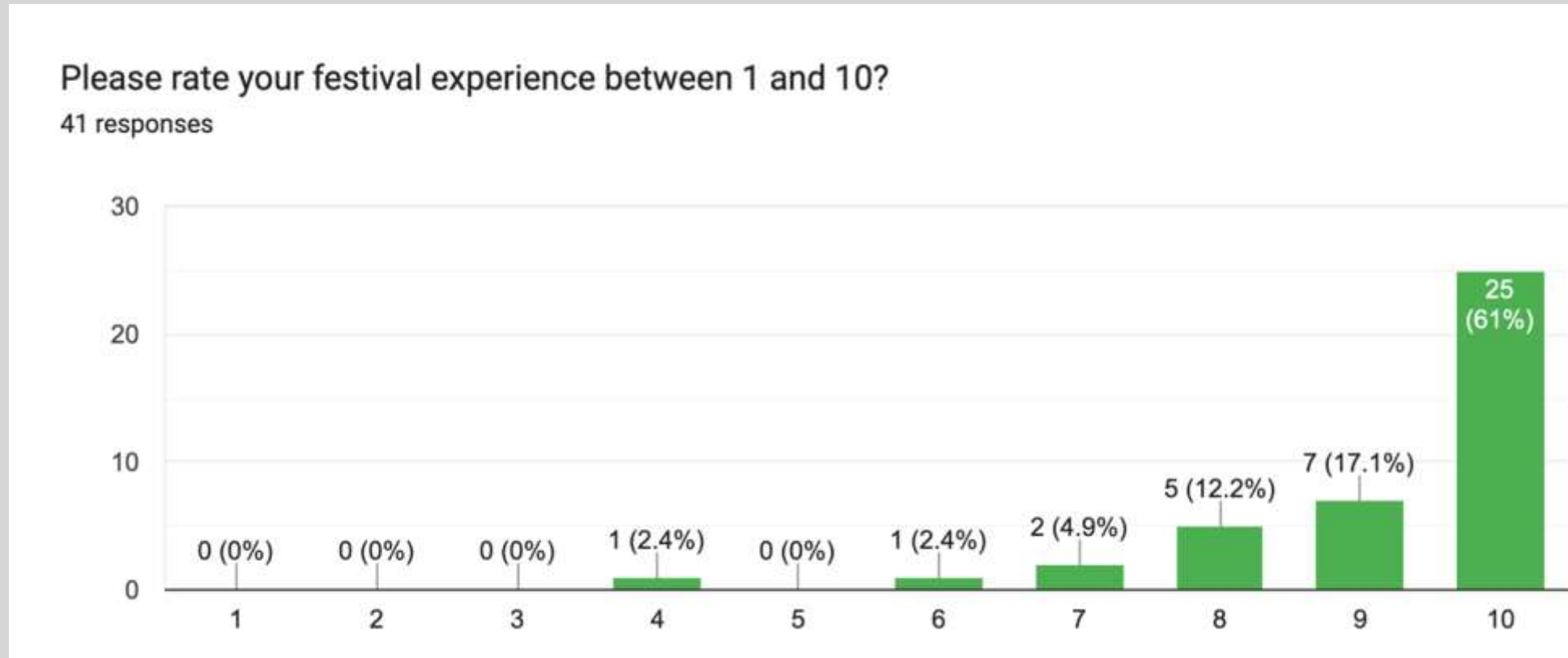


OUR WEBSITE  
AND KEEP U  
COMING

# Audience response

## KPI: Attendee promoter score of 8/10

78% of audience members surveyed gave the festival an 8/10 score or above.









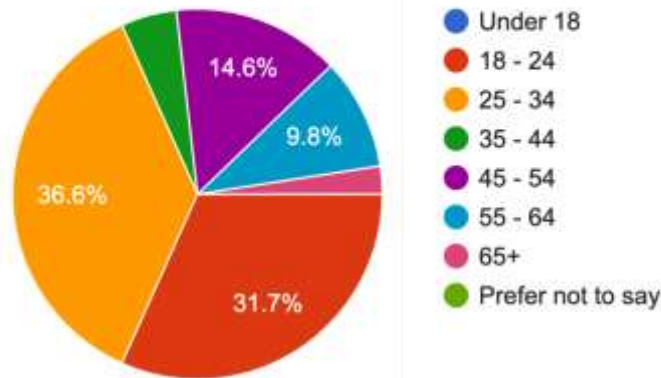
# Diversity

**KPI: Capture data that demonstrates a diverse audience (age, ethnicity, gender, postcode, connectedness with nature/green issues)**

Our on the day audience survey reported a 48:52 split Male/Man: Female/Woman

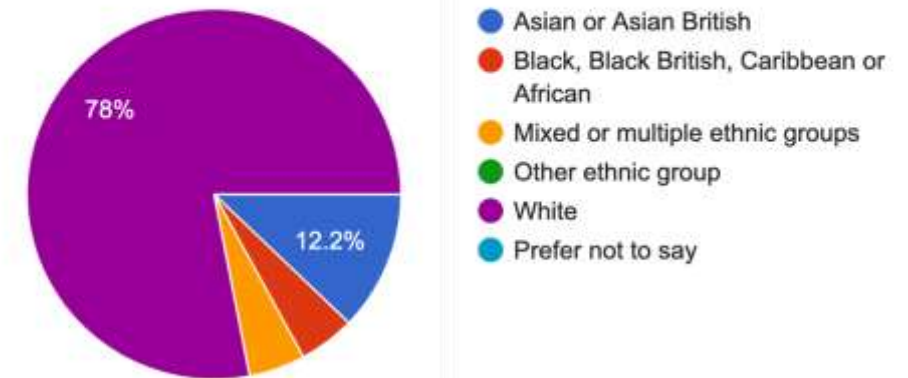
Please select your age group

41 responses



What is your ethnicity?

41 responses





“I have to say that diversity wise the pie chart doesn’t do you justice – it was a fantastically diverse audience.”



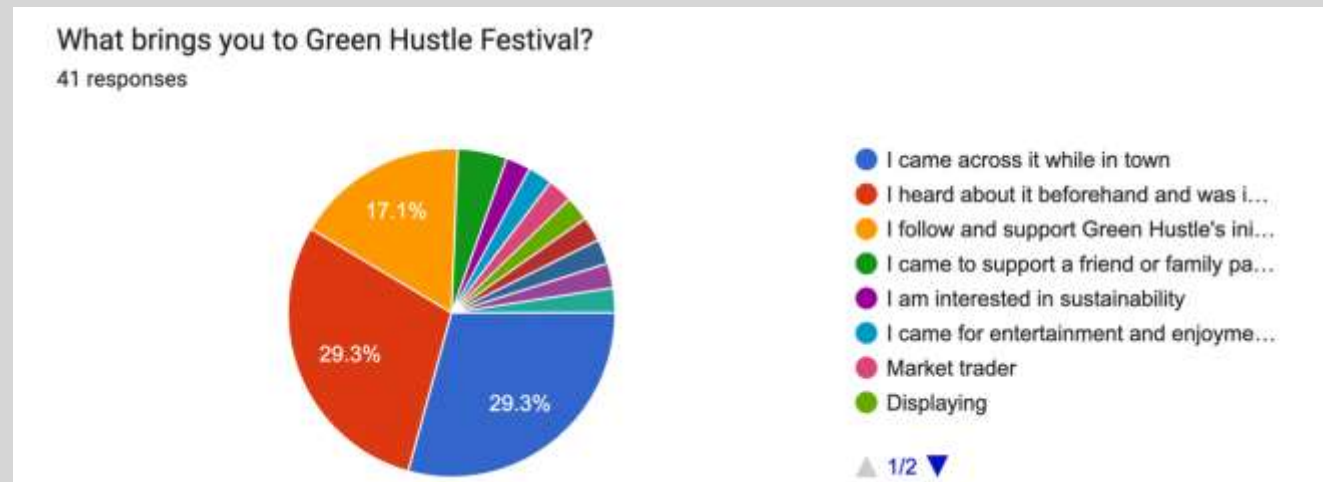


# Location

**KPI: Capture data that demonstrates a diverse audience (age, ethnicity, gender, postcode, connectedness with nature/green issues)**

Attendees attended from: Bulwell, Beeston, Bilborough, Boston, City Centre, Carlton, Chesterfield, Forest Fields, Hemel Hempstead, Hucknall, Loughborough, Meadows, St Ann's, Singapore, Sneinton, Suffolk, Sherwood, The Park, West Bridgford.

58% of those who completed our audience survey told us that they came into town specifically for the festival.







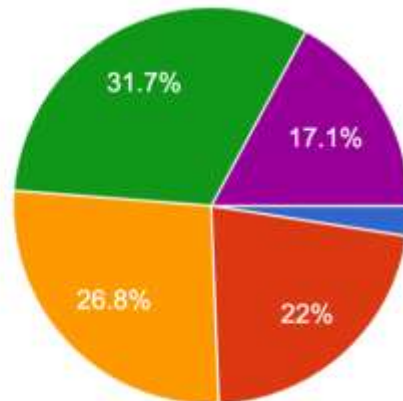
# Sustainability awareness

**KPI: Capture data that demonstrates a diverse audience (age, ethnicity, gender, postcode, connectedness with nature/green issues)**

There was a range in the levels of engagement with sustainability issues amongst the audience. There is probably a slight bias in the data as we take those who filled in the form as more likely to be engaged.

How engaged are you with sustainability issues?

41 responses



- Not Engaged - Not currently interested in sustainability issues
- Slightly Engaged - Aware of sustainability issues but, rarely take a...
- Moderately Engaged - Interested in sustainability and sometimes take acti...
- Very Engaged - Interested in sustainability and regularly take action...
- Fully Engaged - Passionate about sustainability and consistently include...

Stallholders said:

*“We were here for public consultation on our draft strategy - a really effective way to reach people as most hadn't heard of it before visiting our stall.”*

*“Lots of quality conversations - some challenging, but means not just speaking to the converted, diverse group coming together to support the event”*







# Inclusive programming

## **KPI: Demonstrate a diverse and accessible programme**

The festival once again showcased the rich diversity of sustainability groups, creatives and other community organisations in Nottingham, appealing to a wide array of ethnicities, age groups, art forms, and areas of environmental interest.

The festival included larger organisations with national and international reach alongside smaller, local community groups and individual activities, representing the role for everyone all in making a difference for our future.

Ethnic diversity was championed through partners like Cultural Vibrations (Trinidadian promoter), Angolan Women Voices Association and through the Fashion Show closing the festival.

Our free-to-access festival included Pay-What-You-Feel meals from Himmah, free haircuts provided by Shifting Your Mindset and a welcoming environment for people of all economic groups. There were also shopping options for those wanting to support local sustainable businesses.

There were activities that catered for children and younger people, such as circus skills, drawing activities and drone-flying, with diverse opportunities for them to have their own voices heard through relatable talks, the involvement of the Wildlife Trust's Keeping It Wild youth group, a youth dance troupe and the Hit the Dhol.





## So how about next year?

We are making plans for a collaborative process where all of our stakeholders will have the chance to contribute their ideas and shape our 2026 theme and plans.

We'll share details via Nottingham Green Partnership and our usual channels when we have all the details.

# Thank you





10:45 – 11:00

# UKSPF/ Business Decarbonisation Recap

**David Kelly, Nottingham City Council**



Funded by  
UK Government

# UK Shared Prosperity Fund (UKSPF) Programme 2022 - 2026



Nottingham  
City Council



# Nottingham's UKSPF programme

In October 2022, Nottingham City Council was allocated £8.6 million through the UK Shared Prosperity Fund (UKSPF) to deliver a wide-ranging programme of projects, initiatives, and activities designed to support the city's residents, communities, and businesses.

Our programme was built around six key themes across the three UKSPF strands of Communities and Place, Supporting Local Businesses and People and Skills. These were:

1. Developing Nottingham's communities – including targeted employment support
2. Enhancing the city centre and neighbourhoods
3. Boosting the visitor economy
4. Attracting inward investment
5. Supporting business growth
6. Developing local skills – with a focus on digital and green skills

Each theme was shaped by the city's wider ambition to become carbon neutral and its ongoing commitment to diversity and inclusion.

The initial programme was delivered from October 2022 until March 2025.

In April 2026, Nottingham City Council secured an additional £4.6 million in UKSPF funding to extend the programme into a fourth year.



AyUp Market in Old Market Square



New decking at St Ann's Advice Centre

# How has the funding been spent

The majority of the first three years' UKSPF funding was allocated as grants to local organisations and businesses, enabling them to deliver many of the 35+ projects and schemes that formed Nottingham City Council's UKSPF programme.

In addition to the £8.6m of Government funds, many of the organisations and businesses that received grants also contributed their own resources to support the delivery of the programme.

In total, an additional £2,851,000 in 'match' funding was secured to help deliver our UKSPF projects and initiatives.

UKSPF Intervention/Strand	2022-25 Expenditure	% of 2022-25 allocation used
Communities and Place	£2,510,000	30%
Supporting Local Businesses	£2,943,000	34%
People and Skills	£3,131,000	36%
Programme Total	£8,584,000	100%



Nottingham Light Night





# Theme 1: Developing Nottingham's communities

Community Development was part of Nottingham City Council's UKSPF programme, focusing on the investment priorities of People and Skills and Communities and Place.

The council invited applications from organisations whose work supported the development of Nottingham's communities and residents.

Projects delivered by these organisations aimed to:

- Strengthen Nottingham's social fabric and promote social inclusion
- Reduce social deprivation and the cost of living
- Encourage social mobility and improve neighbourhood infrastructure
- Deliver life, vocational, financial, and personal development skills
- Engage economically inactive residents in regeneration and economic growth
- Support Nottingham's ambition to become a carbon neutral city by 2028.

The funding delivered tangible improvements in local communities, helping residents feel more connected, proud, and invested in Nottingham.



# Winter Support Grant

Nottingham City Council used its UKSPF to launch the Winter Support Grant, which aimed to ease financial pressures on households.

The grant, delivered in two parts, focused on helping families cope with the cost of living and encouraging energy efficiency.

15 organisations were supported to deliver vital services such as warm hubs, emergency food parcels, energy-saving workshops, and the distribution of energy efficient appliances like air fryers and slow cookers.

These initiatives have provided practical assistance to vulnerable households across Nottingham during the winter months.

15	community organisations across Nottingham supported to help city households reduce their cost of living
4,072	number of households receiving support
696	number of households supported to take energy efficiency measures and receiving energy saving products (air fryers, light bubs etc.) to increase their take up of energy efficiency measures





# Improving Nottingham's green spaces

UKSPF funding has been used to make improvements to parks and gardens across the city, including Bilborough Park and Peppers Gardens.

The Nottingham City Council Greenspace Development Service used UKSPF funds to improve and upgrade play equipment on several play areas across the city. It also funded the resurfacing of the play area facilities on Highfields Park, Sycamore Recreation Ground, Forest Recreation Ground and parts of Victoria Embankment.

## Forest Recreation Ground



Before



After



Highfields Park



Bilborough Park



Highfields Park

# Business Decarbonisation Grant

The Grant's main objective was to support retail businesses in eligible areas of Nottingham to reduce their energy related costs whilst also seeking to reduce the city's carbon emissions. This will allow businesses to reduce their operating costs, improve their profitability and protect Employment.

The grant supported businesses to invest in carbon reduction technologies, products and services that directly improved the energy performance of their premises, reduced their energy consumption, reducing their costs and carbon emissions.

This grant was designed to allow businesses to invest in the short term for their longer-term sustainability and support the City Council and the UK government to achieve our net zero targets.

The grant supported up to 50% of the costs of installing carbon reduction measures up to a maximum grant per business of £5,000.

25	grants totalling £72,531 awarded
25	commercial premises made more energy efficient
52	tonnes of carbon saved
9,370m2	of zero carbon energy infrastructure installed



**Solar panels at John E Wright**



**LED lighting and internal wall insulation at Blade Barbers**



# Developing local skills – green skills

Nottingham College was awarded a grant to deliver a project that supported people to learn skills which would help them to progress into ‘green’ jobs and careers, including those relating to the maintenance of electric vehicles.

86	people receiving support to gain employment
35	people receiving support to gain a vocational license



**Nottingham College workshops in Ruddington**



**Green Skills Courses  
at Nottingham College**

# UKSPF 2025 - 2026

The allocation for UKSPF for the fourth and final year of the Nottingham City Council programme includes a contribution of £312,000 from the East Midlands Combined Counties Authority (EMCCA). The total budget for the year is just over £4.6m.

As with the previous 3 years a significant proportion of this funding will be allocated as grants to local organisations and businesses.

The 2025-2026 UKSPF programme will be made up of 25 projects and schemes, many of which are extensions or enhancements to previous projects.



UKSPF Strand	Total UKSPF and EMCCA funds for 25-26	% of Total Programme Budget for 2025-26
Communities and Place	£1,607,000	35%
Supporting Local Businesses	£1,401,000	30%
People and Skills	£1,596,000	35%
Programme Total	£4,604,000	100%



# Business Support Grants

## Business Growth and Productivity Grant

The grant provides financial support to businesses within the city, with the primary goals of enhancing productivity, driving sustainable growth, and creating new employment opportunities.

By offering targeted funding, the grant aims to enable businesses to invest in new technologies, processes, or facilities that will significantly boost their operational efficiency and competitiveness.

## Business Decarbonisation Grant

This grant provides financial support to businesses located within Nottingham to help them to improve the energy performance of their premises and/or decarbonise production processes.

The primary focus is to facilitate improvements in energy efficiency, enabling businesses to reduce their energy consumption and, in turn, lower their energy-related operating costs. By implementing energy-saving measures, businesses will not only benefit from reduced overheads but also contribute to the city's overall environmental sustainability and net zero aspirations.

This grant seeks to create a win-win situation, where businesses can thrive financially while helping reduce the carbon footprint of the city, aligning with the government's City's long-term vision for a greener, more sustainable future.



# Business Decarbonisation Grant

The aim of the grant is to assist businesses in Nottingham to transition to net zero. It is designed to help businesses purchase and install new products and equipment that reduce their greenhouse gas emissions, cut utility costs, and improve energy efficiency.

The project will provide up to 50% grant funding for investments.

The maximum amount of UKSPF grant that can be awarded per business is £10,000. The balance of the investment must be provided by the applicant.

The minimum grant available is £1,000.

Priority will be given to those applicants that can best demonstrate how the investment will have a positive impact on carbon emissions, business growth and productivity.





# Business Decarbonisation Grant

**The grant can be used to contribute to one or more of the following activities:**

- Energy production infrastructure – solar panels biomass boilers etc.
- Energy efficient products – LED lighting and associated energy saving technologies.
- Building improvements – replacement of inefficient boilers to more efficient boilers, air or ground source heat pumps, improving insulation etc.
- Energy efficient manufacturing equipment – air compressors, upgrading to energy-efficient motors, gearboxes and actuators

**Typical projects could be:**

- Installation of LED lights throughout the business premises
- Installation of solar panels for renewable energy generation
- Replacement of an old, inefficient HVAC system with a modern, efficient system
- Decarbonising production processes





# Business Decarbonisation Grant

**To be eligible to receive a grant a business must:**

- Be located within the administrative area covered by Nottingham City Council
- Have been trading for at least 12 months at the time of application
- Have a lease agreement with a minimum of 12 months remaining
- Be registered at Companies House OR have a Unique Tax Reference number from HMRC if a sole trader or partnership
- Fund and evidence 100% of the project cost upfront from their own resources, ultimately providing 50% of the project cost yourself
- Not make any project purchases using Paypal, personal credit cards, cash or cheques as these are not eligible payment methods
- Be eligible for funding under the Subsidy Control Act 2022
- Not have any outstanding arrears or debts with Nottingham City Council



# Business Decarbonisation Grant

## Ineligible project costs

- Reimbursement of goods / services purchased prior to the date of a grant agreement
- Recurring revenue costs (including salaries, pensions, stock, rent, utility charges, service charges subscriptions, insurance, tax, recruitment fees, website hosting etc.)
- Repairs and maintenance to existing equipment
- Like-for-like replacement of existing items
- Accredited training, development or implementation of accredited training materials
- Installation of energy saving measures on property for residential use (i.e. commercial property development activities)
- Enterprises subject to an outstanding order for the recovery of illegal State Aid
- Activities that may bring Nottingham City Council into disrepute
- Costs associated with gaining statutory permissions or consents
- VAT
- Vehicles

# Business Decarbonisation Grant

Two stage rolling application process:

- Expression of interest
- Full application
- Application appraisal
- Panel decision
- Grant agreement
- Project delivery
- Grant claim

**All grants must be claimed by March 6th, 2026**

**EOI form and applicant guidance available at:**

[www.nottinghamcity.gov.uk/information-for-business/business-information-and-support/procurement/uk-shared-prosperity-fund-ukspf/business-support-grants](http://www.nottinghamcity.gov.uk/information-for-business/business-information-and-support/procurement/uk-shared-prosperity-fund-ukspf/business-support-grants)

**Further information**

[david.kelly@nottinghamcity.gov.uk](mailto:david.kelly@nottinghamcity.gov.uk)



11:00 – 11:15

# Nottingham Climate Assembly Update

**Julian Marsh, Nottingham Climate Assembly**

**11:15 – 11:45**

# **Workshop: NGP Progress Review & Forward Planning**

**Richard Barlow, Chair**



# Workshop: NGP Progress Review & Forward Planning

## 1. NGP Progress Review & Forward Planning

- Achievements
- Purpose
- Objectives

## 2. NGP Progress Review & Forward Planning

- Future Options
- Format of Meetings
- Action beyond the NGP Meetings

## 3. NGP Progress Review & Forward Planning

- Membership
- Contributions
- Action



11:45 – 11:55

Any Other Business



**Thank you for Attending**

**Can you support with a future venue?**

**Next Meeting**

**Date: Tuesday 4<sup>th</sup> November 2025**

**Venue: DEC Lounge, NTU Enterprise**