



Climate Action Strategy

Deal Town Council's decarbonization commitment
and environment adaptation & improvement plan

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What is climate change?

Climate change is happening and is due to human activities; along with warming, many other changes are occurring such as melting polar ice, rising sea levels and more frequent floods, droughts and heatwaves.

We can already see the effects of climate change. They are projected to become more severe and widespread as greenhouse gas emissions and global temperatures continue to rise. How big these impacts are dependent on the degree to which we reduce greenhouse gas emissions, and on our ability to adapt to these changes.

Some of the effects of changes to our climate include:

- risk to water supplies
- localised flooding and flooding in coastal regions
- damage to marine ecosystems and associated failure of fisheries
- loss of biodiversity
- heat stress, affecting human health and habitability
- increased risk of wildfires
- food insecurity as conditions for growing crops change and habitable region of pests expands

<https://www.gov.uk/guidance/climate-change-explained>

Background

On 26 June 2019 Full Council declared a Climate Emergency and resolved:

“That Deal Town Council commits to becoming a carbon-neutral organisation by 2025 by creating a carbon audit and roadmap by March 2020 and will provide up to a £1,000 from this year’s contingency fund to cover the costs of producing the carbon audit and roadmap.

“To include environmental impact assessments in officers’ reports, highlighting in particular the impact on direct and indirect CO2 emissions.

“To seek means to assist other organisations in the town to reduce their direct and indirect CO2 emissions, in conjunction with specialist advice from Dover District and Kent County Council officers.”

In April 2024, external auditor, STEM Sustainability, confirmed Deal Town Council’s Net Zero Target was ‘effectively reached six months early’.

Areas of responsibility

Deal Town Council is a 'parish authority' for the town of Deal. It acts as a consultee and lobbying force with the District and County Council, putting forward the wishes and needs of the local community with an overall responsibility for its wellbeing. We have an electorate of 15,673 and a population of approximately 30,000.

Deal Town Council is made up of 15 Councillors, elected by Deal residents, representing the three parish wards (Mill Hill, North Deal and Middle Deal). The Town Council operates out of the Town Hall with 12 members of staff working full time or part time, and hybrid working is in operation.

Our work covers:

- All statutory duties of a Town Council
- Monthly statutory council meetings that are open to the public to attend
- Manage more than 80 allotment plots on 3 allotment sites for our residents
- Grant funding for local groups and organisations
- Employ a dedicated Facilities Team who; maintain the Town Hall, manage the hiring of the Town Hall and its Undercroft, maintain and manage the allotments, undertake weekly checks of the Town Centre for any Health & Safety or maintenance issues that may need reporting to KCC or DDC as appropriate, and maintain the council's street furniture
- Employ a dedicated office team who administrate the Town Council ensuring residents' voices are heard and ensure the Council operates legally and efficiently
- Managing the council's committees, projects, Mayor's office, general enquiries and Visitor Information
- Care for and maintain records of the Town Hall artefacts, paintings and history
- Maintain and fund the planters along the seafront, High Street, and Mill Hill
- Deal Warm Welcome
- Organise year-round events for the community, such as the Braderie, Heritage Weekend, Climate Learning Day, Holocaust Memorial Day and International Women's Day
- Working with Kent County Council for better roads, pavements and services
- Lobbying Dover District Council for better investment, funding and improvements
- Work across multiple local organisations such as schools, police and community groups to ensure the Council are meeting the needs of the most vulnerable in Deal
- Contributing to the town's public toilets to ensure they remain open
- Respond to planning applications, taking into account residents' views

- Have an up-to-date website and social media page, full of information
- Produce an Annual Report
- Respond to local consultations which affect our residents

Climate Action Strategy principles

As outlined in our Environmental Policy, we will:

- Promote environmental awareness within the community and work with the local community in partnerships to achieve environmental change.
- Reduce the consumption of energy and water across all of our activities.
- Minimise the impact of our travel by developing sustainable travel solutions both in our own operations and for the benefit of the people of Deal, in collaboration with other stakeholders.
- Continue to improve our performance to prevent all types of pollution and reduce CO2 and other harmful emissions from our activities.
- Work to improve the health and wellbeing of the people of Deal through the provision of information and the promotion of home energy efficiency measures, to keep people warm and well, in addition to reducing carbon emissions.
- Continue to develop safe walking and cycle and mobility scooter routes and to promote cycling, scooting and walking around the town, for health as well as the positive environmental benefits.
- Work closely with our suppliers and contractors to reduce the social and environmental impact of goods and services by considering such issues as carbon footprint, single use plastics, and fair trade goods.
- Use products and materials such as paper efficiently and specify goods that, wherever possible, have a minimal environmental impact in the extraction or sourcing of materials, manufacture, use and disposal.
- Minimise the production of waste from our own activities and adhere to the principles of the waste hierarchy - reducing, reusing, recycling, or composting wherever possible.
- Encourage and support installation and use of renewable energy, battery storage and low carbon technologies in the town.
- Protect, conserve, and enhance Deal's built environment and distinctive heritage by ensuring that any development is sustainable, with sufficient infrastructure to support it and that all development meets the highest environmental standards.

- Protect, conserve, and enhance Deal’s natural environment and its biodiversity whilst improving our open spaces, public rights of ways and green corridors.

Climate Action consultation

Deal Town Council declared a Climate Emergency in 2019 and work soon began to produce a roadmap to become a net-zero carbon organisation. In 2020 consultation began on the Town Plan, a two-year project to better understand the needs, concerns and hopes of our residents.

In 2023 Full Council adopted the Town Plan as a guide to help steer the activities of Deal Town Council.

Areas covering climate action include:

- to work with local groups and DDC on a campaign about waste and recycling
- to seek ways to engage and involve young people
- to support and promote local events and activities.
- to work with DDC, KCC and local organisations to plant trees in urban areas.
- to work with local groups on a campaign to promote planting and maintaining hedges, keeping front gardens green, rewilding etc.
- to set up a campaign to reduce car use in the town by promoting walking scooting and cycling.
- To seek to acquire land for more allotments.

A community response to climate action

Climate Action cannot be done in isolation, and this was recognised in the 2019 Climate Emergency declaration “To seek means to assist other organisations in the town to reduce their direct and indirect CO2 emissions”.

Our updated Environment Policy gives structure to all we do, ensuring climate threads through all our work and practices. Working through the six priorities set out in the original Carbon Strategy has meant we have taken the work carried out within the Town Hall beyond our walls and projects are now much wider in their intent.

2024 saw a host of activities that engaged the public and raised awareness about climate change:

- Hedge Pledge
- Deal Home Kitchen

- Best Foot Forward
- Climate Action Day
- ‘Look After What You Love’ Action on litter project

We are currently working on a draft Ocean and Coastal Recovery Declaration and Strategy. This will identify ways we can improve our coastline and how that can be done by working more closely with neighbours and organizations.

The Town Plan has identified seven areas of work that go beyond our estate and the Youth Engagement Strategy directs us to promote our work on the declaration of ecological emergency with local schools and our younger residents. This will include producing a short film/presentation explaining projects on climate and ecological emergency aims.

Climate Action Strategy key stages, priorities and aims

Key stages:

1	The Full Council declared a Climate Emergency on 26 June 2019
2	Carbon Reduction Strategy was created in 2020 outlining six priority areas to reach a target of 70% decarbonization of our activities
3	As of April 2024, Deal Town Council reached 75% decarbonization and the remaining 25% now residual emissions
4	In 2025, Carbon Reduction Strategy to updated to become the Climate Action Strategy, outlining Deal Town Council’s decarbonization commitment and environment adaptation and improvement plan

Priorities & Aims:

	Priority Area	Aim	Who
1	Deal Town Hall: An historic building in the heart of the town that is used by and is open to the public, provides offices for staff and is home to the Deal Town Council. Our remaining 25% emissions are effectively now ‘residual emissions’ but will continue decarbonisation where is it practicable and cost-effective	Continually improve energy efficiency and thermal performance	Councillors & Staff
Seek opportunities for decarbonising		Climate Change Officer	
Maximise usage whilst minimising emissions		Town Clerk, RFO, Climate Change Officer, Facilities Manager	
Annual report to council on residual emissions and reductions		Climate Change Officer	

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2	<p>Working practices: Essentially what happens within the Town Hall day-to-day</p>	<p>Monitor working practices</p> <p>Councillor & staff training on climate action</p> <p>Use Committee Carbon Emission check list for all decisions</p> <p>Reduce, reuse and recycle as much waste as possible</p> <p>Annual paper review</p> <p>All purchasing decisions to be fully assessed</p> <p>External and internal events to be a carbon neutral as is possible</p> <p>Monitor usage and waste</p>	<p>Town Clerk</p> <p>Town Clerk, Climate Change Officer</p> <p>All councillors and staff Officer</p> <p>All councillors and staff</p> <p>Climate Change Officer</p> <p>R.F.O</p> <p>Event Manager, Facilities manager, Climate Change Officer</p> <p>Facilities manager</p>
3	<p>Transport: How councillors and staff get back and forth to the Town Hall, meetings and events. It is in the top three sources of our emissions and reductions would greatly benefit our carbon footprint</p>	<p>Assess the necessity of Mayoral and other operational transport</p> <p>Encourage staff & councillors to adopt sustainable transport options</p>	<p>Climate Change Officer</p> <p>All councillors & staff</p>
4	<p>External activities management: For Deal Town Council this covers our Saturday Market, three allotment sites and Deal Town Council Planters</p>	<p>Continue to give guidance to allotment holders to minimise their environmental impact</p> <p>Expand allotment portfolio</p> <p>Proactively manage the market to help local shoppers to buy from local providers</p> <p>Work with traders to help them to reduce their carbon footprints</p> <p>Continue to develop sustainable planting and reduce water demand</p>	<p>Climate Change Officer & Facilities Manager</p> <p>Finance and General Purposes Committee</p> <p>Market team</p> <p>Climate Change Officer & Market team</p> <p>R.F.O & Town Clerk</p>

5	<p>Carbon emission balancing: Attention should turn towards other offsets (e.g. nature-based solutions) The priority is always to reduce our footprint but where emissions cannot reasonably be reduced offsets that support nature (including planting) have begun</p>	<p>To explore investment in local or regional schemes to offset emissions the Council cannot reasonably reduce</p> <p>Research urbans area to improve the environment for people, birds, animals and insects</p>	<p>Climate Change Officer</p> <p>Climate Change Officer</p>
6	<p>A community response to climate action - helping our residents and businesses. Deal is a hub for climate activism, we will continue to support the work of local groups and work together for a better environment for all and establish an annual Climate Action Day to bring local knowledge and experience together</p>	<p>Share the work the Council has undertaken to reduce its carbon footprint</p> <p>Work with local businesses and organisations to encourage more sustainability</p> <p>Encourage citizens to improve the thermal performance of their homes</p> <p>Encourage, promote, campaign for and foster good public transport, walking, wheeling and cycling</p> <p>Promote environmentally sustainable developments that add to biodiversity</p>	<p>Councillors and staff</p> <p>Climate Change & Communications Officer</p> <p>Climate Change Officer & Communications Officer</p> <p>Transport & Infrastructure Committee, Committee Clerk, Climate Change Officer & Communications Officer</p> <p>Full Council & committees</p>

Climate Action Strategy conclusion

Deal Town Council’s decarbonization commitment and environment adaptation & improvement plan will build on work already done within the council’s estate and without. To continue to work through the six priorities and aims and to seek new and innovative ways to reduce the carbon footprint of the council, residents, businesses, organisations and neighbouring authorities.