



Bioregional

Championing a
better way to live

One Planet Oxfordshire:

Our Shared Vision

Part of the One Planet Cities programme



**OXFORDSHIRE
COUNTY COUNCIL**



www.oxford.gov.uk



About this vision

Oxfordshire – a southern county in England, home to world-leading universities, charming villages, stunning countryside and historic buildings. But what if it was known for its vision for a happier, healthier, greener future?

Enter the **One Planet Oxfordshire project**. It's part of an international program – One Planet Cities – looking to co-create sustainability action plans in:

- Durban (South Africa)
- Saanich (Canada)
- Elsinore (Denmark) and...
- Oxfordshire (England)

Our project in Oxfordshire kicked off with a workshop in November 2018. Some 100 stakeholders from across the county gathered, from universities to local councils; businesses to community groups – all providing their particular insights and expertise. We talked about One Planet Living, an easy-to-use framework that can help anyone, anywhere to plan, communicate and deliver sustainability.

Created by Bioregional, One Planet Living is all about living within the natural limits of our one planet. If everyone lived like the average European, we would need the resources of three planets – and if we lived like an average North American, it would be five. We also know that action needs to be taken to mitigate the climate crisis and secure a safer future for humanity.

One Planet Living responds to these problems with **10 simple principles** to target each aspect of sustainable living, ranging from Zero Carbon Energy, Local and Sustainable Food, to Health and Happiness. These principles map onto the UN's Sustainable Development Goals and allow for a holistic approach that helps people **work and live healthier, happier, and greener lives**.

At the workshop, we used these 10 principles to craft **Outcomes** – statements that describe the situation we want to see in Oxfordshire, and therefore the goals we want to achieve. We fed these back to stakeholders in December and asked for comments and suggested improvements. A refined list of Outcomes is presented here in this document. We've highlighted the key outcomes for Oxfordshire.

This is **our** Shared Vision for the Oxfordshire we want. Some Outcomes may seem extremely ambitious. But this plan has been created to:

- Inspire and encourage us all to think big and act now
- Describe the future we want and need
- Secure a safe and flourishing county and planet

Since the publishing of this Shared Vision, another workshop was held (April 2019) where stakeholders began to formulate concrete actions to get us along the road to our goals.

Bioregional has also been working with individual organisations to develop their own mini action plans, feeding into the overarching vision.

This Shared Vision and plan is no singular organisation's responsibility. We are **all** invited to contribute to this vision of a happier, healthier, greener Oxfordshire.

Please feel free to share this document and get in touch if you feel you or your organisation are (or would like to be) contributing towards its delivery.





Health and happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing

Key Outcomes

Clean air for all	Safe, clean and legal air quality for the whole county. All new developments to demonstrate no negative impact on air quality
Active, healthy people	Increased number of children and adults who are physically active and a healthy weight. Everyone has the opportunity to be healthy and lead active lifestyles, no matter their socio-economic status
Mental health and well-being	High levels of good mental health and well-being with readily available support when necessary. Self-care (physical and mental) is taught, understood and practised, including promoting and teaching mindfulness techniques in schools and the workplace. Everyone has access to human contact



*In the photo: GoodGym runners combining an evening run with doing some gardening at Flo's - The Place in the Park demonstrating the Health and Happiness principle.
Credit: David Brugman*

Further Outcomes

Caring culture	Oxfordshire has a culture of care, caring for others as well as ourselves. Care workers are valued, both financially (higher than minimum wage) and with decent working conditions
Well-funded local government services	Oxfordshire has a well-funded local government sector
Use of well-being indicators	Oxfordshire tracks and reports on well-being indicators instead of or alongside economic indicators. Well-being is seen as a top priority in all council decisions
Time for things we enjoy	Everyone has the time and opportunity to enjoy the things that make them happy
Active, inclusive, local communities	Oxfordshire has inclusive, active, supported, locally connected communities across the county
Proactive preventative healthcare	Oxfordshire champions proactive as well as reactive healthcare. Fewer people needing hospital services
Access to green space	Everyone has good access to green space, trees, a good walk and beauty. Everyone can enjoy the mental health and wellbeing benefits of access to greenspace and nature.



Equity and local economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade

Key Outcomes

Thriving local, independent shops	A diversity of local, independent shops and enterprises providing jobs and livelihoods for communities, and where a significant proportion of money is spent locally
Empowered citizens affecting planning	A responsive local government culture that can influence local development and transport schemes on behalf of citizens
Truly affordable homes	Access to truly affordable homes for all in Oxfordshire

Further Outcomes

Fair, non-exploitative work cultures	Companies have equal pay (for same job), equal opportunities and a fair, non-exploitative and happy culture
Community Action Group network	Greater support and expansion of Community Action Group network
Reinvested carbon offsetting in local schemes	Opportunities for carbon offsetting to be reinvested into local schemes
Low carbon training and apprenticeships	Training and apprenticeships to support low carbon economy
Greater equality of wealth	Reduced gap in income between wealthy and poorer households
No homelessness	Homelessness is a thing of the past
Fuel poverty eliminated	Everyone has access to affordable fuel and energy



*In the photo: Aspire supports homeless and disadvantaged people in Oxfordshire to find employment through work experience on our social enterprise businesses.
Credit: David Brugman*



Culture and community

Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable

Key Outcomes

Civic society and communities all understand the climate and ecological emergency and are working hard towards a rapid transition

Everyone in Oxfordshire understands One Planet Living

Solving global environmental challenges

Oxfordshire capabilities and actions support solutions to global environmental challenges



In the photo: School pupils help each other design posters for an Oxford climate march, with encouragement from a local business.

Credit: Ian Curtis, One Planet Oxfordshire photo competition

Further Outcomes

Plans support One Planet Living	Local plans are consistent with One Planet Living
Oxfordshire is the most sustainable county in the UK	Oxfordshire capitalises on and exploits its reputation for education, excellence and research and learns from best practice elsewhere to become the most sustainable county in the UK
Solving global environmental challenges	Oxfordshire capabilities and actions support solutions to global environmental challenges
Resources and attention balanced county-wide	Good balance of attention and resources between the city and districts
Local democracy and citizen empowerment	Improved and restored local democracy. Every one of our diverse communities is supported to engage with change. Everyone in Oxfordshire is empowered to be part of its success, to have a higher sense of ownership/responsibility for their community/neighbourhood, and that their unique and distinctive contribution matters
Everyone understands One Planet Living	Everyone in Oxfordshire understands One Planet Living
Community owned energy assets	Communities have ownership of energy assets, energy finance and heat networks
Fewer empty homes	Oxfordshire homes are filled and supported by good infrastructure in communities – reduced number of empty homes
More community, less isolation	Everyone feels part of their community and doesn't feel isolated



Land and nature

Protecting and restoring land for the benefit of people and wildlife

Key Outcome

Rapid positive biodiversity trends

Rapid positive recovery trends for identified and prioritised habitats and species in Oxfordshire. Conservation Target Areas inform priorities for biodiversity enhancement



In the photo: This is local artist Andrew Kay (invisibules.org) during a seed sketching session in the tranquil setting of Barracks Lane Community Garden Oxford, a green space run by members of the local community and filled with family-friendly events throughout the year. Credit: Hannah Scott

Further Outcomes

Net biodiversity gain in all new developments	New habitats are being created within new development e.g. green roofs. All new developments provide high quality interconnected green space for wildlife and people. Green infrastructure in urban environment – smaller scale interventions
Enhanced 'ecosystem services'	Natural capital for Oxfordshire is mapped and understood. Enhanced 'ecosystem services' such as providing clean water and clean air. Decision making mechanism in place for planning that takes account of ecosystem services
More birds, bees and beavers; Re-wilding programme	Re-wilding programme for key areas. More trees planted. More bee friendly wildflower meadows and B-line corridors. Beavers living along the Evenlode (for flood control)
Network of protected and increased green spaces	Green infrastructure is embedded in all county and district infrastructure strategies and Local Plans. Oxfordshire's biodiversity and green space is valued, protected and restored. Oxfordshire has bigger, better, better-connected, and more green and blue spaces for people and nature. Brownfield sites are valued for their biodiversity and can offer more than just housing. A network of accessible green spaces. Designated connected corridors for nature, which are considered and protected in planning. Better management of linear infrastructure habitats such as roads, rivers and railway embankments
Good soil quality	Soil quality is conserved and improved, and managed for optimum carbon sequestration



Land and nature

Protecting and restoring land for the benefit of people and wildlife

Further Outcomes

Opportunities to appreciate nature	Citizens are given opportunities to have positive experiences of nature which cultivates a heartfelt appreciation of nature and its value to human health
Showcase sustainable agriculture and landscape scale biodiversity	Oxfordshire is a showcase for truly sustainable agricultural systems. Landscape scale biodiversity and conservation on farms. Funding is available for sustainable land management
Manage the habitat impacts of climate change	Habitat impacts of climate change are planned for and managed (need for species to be able to colonise)



*In the photo: Summer wheat fields, Winterslow, Salisbury.
Credit: Sara Price, One Planet Oxfordshire photo competition*



Sustainable water

Using water efficiently, protecting local water resources and reducing flooding and drought

Key Outcomes

Efficient waste water treatment	Waste water treatments and technologies are cheaper, more efficient and more effective
Reduced flood risk	Natural flood management through landscape measures. Floodplain restoration. High quality sustainable urban drainage systems for all new developments



In the photo: "Aoife was so excited to find a water refill station in the Horniman Museum and Gardens. It's fun to refill and the water tastes great." Credit: Feng Ho, One Planet Oxfordshire photo competition

Further Outcomes

Healthy water ecosystem	Oxfordshire has a healthy water ecosystem, where rivers, lakes and ponds are clean, healthy, well-managed, protected and valued
Thriving canal system	Our canal system is the most recognised in the country for innovative recreational, environmental and economic purposes
Better water efficiency	We use and consume water sustainably and efficiently
More drinking fountains	Network of drinking fountains in towns, villages and city
Successful catchment partnerships	Highly functional and well-funded catchment partnerships. Catchment-sensitive farming
Water as an energy resource	Water is used as an energy resource: Electricity generation (hydros), storage, waste heat



In the photo: Rowers on the River Isis. Credit: Sina Korcan, One Planet Oxfordshire photo competition



Local and sustainable food

Promoting sustainable humane farming and healthy diets high in local, seasonal organic food and vegetable protein

Key Outcome

Reduced food impacts

reduced greenhouse gas emissions from food cycle, food production preserves ecosystems and animal welfare, reduced waste from food and packaging



Further Outcomes

Reduced greenhouse gas emissions from food cycle

Reduced greenhouse gas emissions at all points in the food cycle, from field to fork. Oxfordshire diets include more vegetable proteins and vegan/veggie diets are common. More meat, dairy and egg production is organic, free-range, high welfare. More vegan and veggie food options available in food retailers

In the photo: Rosie Jacobs, Maisie Johnson, Becks Sutton from [Cultivate Oxford](#) at [Summertown Farmersmarket](#). Credit: David Brugman

Food production preserves ecosystems and animal welfare

Food production activities preserve and enhance ecosystems and promote higher animal welfare. Oxford is a "sustainable palm oil city". Livestock farming practices (especially grassland herbivores) maximise the benefits to biodiversity, ecosystem services and optimise the nitrogen cycle and carbon sequestration. Improved soil health from organic growing of food More forest gardening

Reduced waste from food and packaging

Reduced food packaging and food waste, increased recycling and composting. Zero food waste by 2030. More organisations donate to the Oxford Food Bank, including outside Oxford city. Local food and drink manufacturers, retailers, hospitals and food service organisations all use food waste best practice. Improved disposal of farming/animal waste

Affordable, healthy, tasty food

Everyone has access to affordable, healthy and tasty food, regardless of income. Access to food growing space for all. Best practice in the procurement of sustainable, healthy and ethical food by Oxfordshire's institutions



Local and sustainable food

Promoting sustainable humane farming and healthy diets high in local, seasonal organic food and vegetable protein

Better food know-how

Increased knowledge and skills to grow, cook, eat and enjoy food. Increased knowledge of how food is produced. Wild foraging skills are shared and enjoyed. Increased knowledge in preserving local foods by fermenting, tinning, storing

Good food worker conditions

All food workers receive a fair wage, and work under safe, fair conditions

Thriving local, independent food enterprises

A diversity of local, independent food shops and enterprises that provide jobs and livelihoods

More community food growing

More space for community food growing projects that promote good health and community spirit. More community farms, edible planting in public spaces and allotments

Celebrating food culture

More opportunities for people to come together to celebrate Oxfordshire's regional food heritage and our diverse food cultures. More local, seasonal food in our diets



In the photo: "Our first strawberries growing in the greenhouse". Credit: Imogen Clatworthy, One Planet Oxfordshire photo competition



Travel and transport

Reducing the need to travel, encouraging walking, cycling and low carbon transport

Key Outcomes

Affordable, low carbon transport	Affordable, low and zero carbon transport options accessible for all
Citizens understand the impact of air travel	Citizens understand the impact of air travel



In the photo: "Getting a cargo bike has really changed our life! ...This picture shows pick up from Larkrise Primary School just off the Iffley Road - we love the look of joy in our kids' faces, though it may be because we don't normally let them ride it like this!" Credit: Oly Shipp, One Planet Oxfordshire photo competition

Further Outcomes

Safe and available active travel options	Active travel options are safe and available for all. Walking and cycling will become first choice for shorter journeys. For longer journeys, walking or cycling in tandem with public transport will be available to all.
Reduced need to travel	Everyone can afford to live in a place convenient for work and amenities
Fewer cars, lower emissions	Oxfordshire has far fewer cars and those that remain are low/zero emission
Exemplary EV infrastructure	Oxfordshire has exemplary infrastructure for charging, supply and service sector for electric vehicles
Renowned cycling county	Oxfordshire is known as a cycling county with more cycle journeys and excellent cycling infrastructure
Zero carbon travel options in new developments	New developments have transport strategies that integrate with existing systems and facilitate zero carbon travel
Liveable Streets	Liveable Streets thinking is applied countywide. Active & healthy travel considered as first choice and OCC Walking & Cycling Design Standards implemented throughout the county.
Exemplary public transport	Buses and trains are zero emission, stop in convenient places, are affordable and reliable, have cycle carriers and space for wheelchairs
More shared-purpose journeys	Infrastructure is in place to facilitate shared purpose journeys



Materials and products

Using materials from sustainable sources and promoting products which help people reduce consumption

Key Outcome

Thriving circular economy Oxfordshire's top 20 employers all have circular economy strategies. All Oxfordshire businesses are supported in developing their circular economy strategies. Oxfordshire has its own skilled and rewarding circular-economy network. Oxfordshire is a global leader in the circular economy; developing a culture of repair, remanufacturing and sharing



In the photo: Elliot from [Oxford Wood Recycling](#) demonstrating the 'Materials and Products' principle.
Credit: David Brugman

Further Outcomes

Reduce Oxfordshire's material consumption footprint	The footprint of Oxfordshire's material consumption is reduced. Oxfordshire citizens consume less.
Shared equipment and facilities	More sharing of equipment and facilities, reducing the need for new
Sustainable construction materials	Best practice is sustainable construction materials for all new developments
Low impact product development	Innovative low impact product design and production is supported
Responsibly sourced consumer options	Long life and reusable products are available and chosen. More responsibly sourced, Fairtrade, FSC and other certified products are available to all and chosen



Zero waste

Reducing consumption, reusing and recycling to achieve zero waste and zero pollution

Key Outcome

All waste is minimised and goes to its optimum use

All municipal waste is reused, recycled and upcycled for optimum resource efficiency

Further Outcomes

No fly tipping

Fly tipping is eradicated

Single-use plastics are phased out

Single-use plastics that only have a few seconds to a few weeks of use are reduced and phased out

Comprehensive recycling facilities

Comprehensive recycling facilities and collection services for household waste

Easy, instant access to recycling information

No fly tipping

Fly tipping is eradicated



In the photo: James Mayo, the manager of [Orinoco - The Oxfordshire Scrapstore](#). Credit: David Brugman



Zero carbon energy

Making buildings and manufacturing energy efficient and supplying all energy with renewables

Key Outcomes

Zero carbon or better by 2050	Oxfordshire is net zero carbon or better by 2050 at the very latest
Energy efficiency programmes in all organisations	All businesses and organisations have energy efficiency programmes and carbon targets in place. Oxford University colleges have carbon targets in place
Rapid increase in renewables	Rapid increase in renewable generation within the county. All schools and publicly owned community buildings with suitable roofs to have PV arrays. All commercial buildings with suitable roofs to have PV arrays. Zero carbon solutions for homes without access to mains gas. 56% of power demand and 40% of heat to come from renewables by 2030. Large strategic renewable solutions are mapped and planned for

Further Outcomes

Global leader in low carbon	Oxfordshire is a global leader in innovation for our low carbon future
Mass domestic retrofit	All existing homes to have an energy efficiency retrofit consistent with the Oxfordshire Energy Strategy. (OES models 4,000 homes/year to be retrofitted to EPC band D with space heating requirement of 6,000kWh/m2/yr or less)
Performance gap addressed	Performance gap is addressed, so actual as-built energy consumption in new buildings is as good as designed
Smarter energy management	Infrastructure in place to allow for microgrids, demand side response services, local electricity storage and other innovative solutions
Rapid growth in community-owned renewables	Rapid growth in community owned renewable installations
More app-based energy management	All buildings and homes display app-based energy and carbon usage



In the photo: Sandford Hydro Turbine. Credit: Adriano Figueiredo, One Planet Oxfordshire photo competition