

Greening Campaign, Green Doctor and other Community-led Models

Greening Campaign (www.greening-campaign.co.uk)

Uses local champions and core group to initiate and deliver community-wide action.

- 3 phase programme
 - Phase 1: Awareness raising – small, easily achievable ‘behaviour change’ pledges i.e. turning the thermostat down by 1°C or spending 1 minute less in the shower
 - Phase 1 pledges agreed at initial public meeting (generally attended by Terena or other officer from the Greening Campaign)
 - Branded cards delivered through each household in community
 - Once 5 pledges have been enacted, card displayed in front window of house
 - Card count conducted on a set day – CO₂, water and financial savings per annum calculated throughout community
 - Phase 2: Community action – projects that assist energy efficiency, climate change mitigation
 - Once awareness raised through phase 1 and working core group established, Greening Campaign moves on to community action
 - Bulk insulation deals, community renewable energy projects, local food schemes all popular phase 2 activities
 - Group will may need external funding to undertake activities
 - May need to set up a company/charity to undertake works
 - Phase 3: Adaptation to climate change
 - Similar to the defunct NI188 LCLIP, but more specific to the community
 - Greening Campaign (central) has produced a series of workbooks that are used to complete phase 3 work
 - No Greening Campaign has reached phase 3 yet
 - Essentially sets out a strategy for the community to be more resilient and adaptive to climate change and stimulate future projects
- New system coming into place with Greening Campaign (central)
 - Much less one-to-one officer time, more virtual/remote communication with groups
 - Reflected in cost of individual campaigns being significantly reduced
 - Phase 1: ~ £300 (includes pack, DVD and printing of the cards)*
 - Phase 2: ~ £25 for work pack*
 - Phase 3: ~ £50 for work books*
 - * *figures rough and specific for West Berkshire Council*
 - All phases: should be under £500
 - WBC looking to factor in a £200 contingent (for groups to use on its activities)
 - **Total: £700 per Greening Campaign***
- Local champion and good core group essential for a successful campaign
- Not too big an area (under 3000 households)
- Primary school essential hub
- Need to get local voluntary groups involved (Scouts, WI etc.)
- LA on hand to help with certain administrative tasks to ‘oil the wheels’

Green Doctor (<http://www.groundwork.org.uk/our-services/housing-sector/green-doctor.aspx>)

Part of Groundwork UK, offers home visits and advice for individuals/households at risk of fuel poverty.

- Advice on practical ways to reduce energy use
- Energy assessment of entire property conducted (not SAP?)
- Certain measures installed free of charge by Green Doctor:
 - CFLs
 - Reflective radiator panels
 - Draught proofing
 - Hot water tank lagging
 - Appliance 'power down' units
 - Electricity Display Meters
- Signposting to relevant grants and offers (CERT funded insulation schemes, Warm Front etc.)

CAG Oxfordshire (<http://www.cagoxfordshire.org.uk/>)

Project run in conjunction with Resource Futures and Oxfordshire County Council that oversees and encourages communities to set up Community Action Groups to tackle climate change

- Groups apply for membership, which includes a £250 yearly grant
- £50 of this grant can cover Public Liability Insurance for the year, leaving £200 for community activities
- Close officer support for fledgling groups
- Run training events for member groups
- Website has links to all groups and ability for groups to post their activities to main website
- 29 groups at present – looking to recruit more 2011-12 (funding dependent)
- Community actions, such as Phase 2 elements of the Greening Campaign are common place – Swapshops, community insulation, community renewables etc.

Project Dirt (<http://projectdirt.com/>) (<http://www.projectdirtliverpool.com/>)

Web-based support and platform for groups to share information and work together etc.

- Online tools for community action
- 2 areas: London (Lambeth originally) and Liverpool
- Free to join

Transition Network (<http://www.transitionnetwork.org/>)

Towns and communities follow a methodology to make them become more sustainable/zero carbon.

- Community-led initiatives (like phase 1, 2 and 3 of the Greening Campaign)
- Offer training on how to set up a Transition group (2 day course, £105)
 - Other training courses also available
- Online resources and 'how to' guides available
- Books and movies available (paid for)
- Online community for Transition groups to share best practice, news etc.
- Free to sign up to become a Transition group