

# Case Study

July 2021



**ACTion**  
with communities  
in cumbria

## Greening Staveley



Local residents supporting the Parish Council Greening Staveley campaign.

### Taking action on Climate Change one parish at a time

Staveley with Ings Parish Council in South Lakeland, acknowledges the global Climate Emergency and has used The Greening Campaign as a way to ask residents to begin to change their habits. The Campaign begins with simple challenges to householders to reduce carbon and water use in their homes.

### Background

The Greening Campaign is a branded, National Scheme, founded by Terena Plowright. It is specifically designed to be easy to use in communities and more and more parish councils are working with it. The Parish Council were encouraged by local residents to take up the challenge and agreed to start on Phase One of the Campaign (Engagement and Behaviour Change) early in 2021. Cumbria Association of Local Councils and South Lakeland District Council (SLDC) are promoting the scheme as a simple and structured way of getting residents to take small actions to reduce their carbon emissions. To make it as easy as possible for communities to take part, SLDC are contributing 75% of the cost as part of the drive to reach a net zero carbon target by 2037.

### The Project

The Campaign works at Phase One by engaging with every household and encouraging participation in agreed challenges, so these are all things which can be done in the home or garden. The specific Challenges were selected at a public (Zoom) meeting, from a list which has been drawn up with support from the Energy Saving Trust. Completing each Challenge has a quantified carbon saving, and an estimated cost saving.

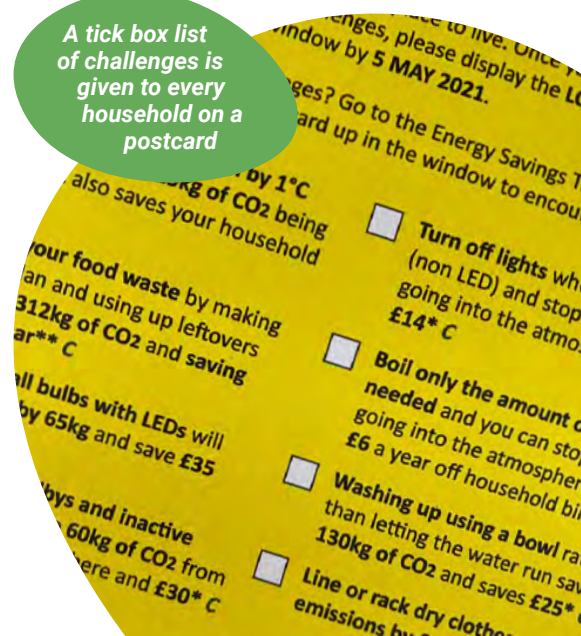
We chose eight challenges including: turning the thermostat down by 1 degree, washing up using a bowl and not running water, turning off all stand bys, drying clothes on a line in summer and not in the dryer. The challenges were then printed on cards and distributed to every household. Households were asked to pledge to do five of the challenges.

Once households decided which challenges they could tackle, they displayed their Greening Staveley card in the house window, so that after a few weeks, it could be counted from the road by volunteers.

Finally, the number of households displaying cards was sent to the Greening Campaign who calculated approximately how much CO<sub>2</sub> would be saved, by the number of households making these changes.

Having Completed Phase One (Engagement and Behaviour Change) communities can chose to go on to further challenges in Phase Two (Three Pillars of Sustainability) Phase Three (Your Sustainable Community) and Phase Four (Adapting to a different climate).

A tick box list of challenges is given to every household on a postcard



## What has been achieved?

The Green Campaign calculated that the parish was saving 39 tonnes of CO<sub>2</sub> annually through the actions pledged. This is equivalent to the volume of 39 hot air balloons, or the average energy use of 4.7 homes for a year. We are pleased with this achievement and note that as 8% of households displayed the cards, there is a great deal more that could be done.

The cost of the Greening Campaign Phase 1 was £100; the parish council paid £25 and SLDC paid the rest.

The Parish is currently finalising a Community Plan which includes actions to continue addressing climate change and carbon reduction. In part, this has been inspired by the Greening Staveley Campaign. The Community Plan also aims to help with coordinated and effective communication - for those who are online or on social media, and for those who are not. This has been a big issue for us throughout the Greening Campaign, as we needed to remind people in lots of different ways about what was going on and what they needed to do.

## The Learning

- This Campaign approach is a good way to start with the small changes which add up to big carbon savings.
- It is also useful to show how money savings can be made too. For instance, one of the actions which we chose was *'Halving your food waste by making a meal plan and using up leftovers will save 312kg of CO<sub>2</sub> and saving £252 a year'*.
- We found the hardest part to be engaging with all residents. We used advertising posters, Facebook posts, online meetings, face to face meetings where possible and a press release.
- It's important that people know what the Greening Campaign postcard is before it comes through the door. This was more difficult during the pandemic.



Terena Plowright the founder of the scheme runs online meetings for councils wishing to take on the Campaign and is also happy to talk on the phone to anyone keen to adopt the scheme. For the fee paid, the Greening Campaign produce all the tailored printed materials and provide useful resources and information.

With our publicity and reminders, we increased local conversation, raised awareness of the Campaign and encouraged people to take action to address the climate emergency.



### Well done Staveley with Ings !

In the parish council's Greening Campaign, 64 households saved the equivalent of 39.76 tonnes of CO<sub>2</sub>.

That is the equivalent of **39 hot air balloons full** of CO<sub>2</sub>.



**X 39**

If ALL households saved the same that would be the equivalent of 1,476 hot air balloons!

## Want to know more?

For more information please visit

[greening-campaign.org](https://greening-campaign.org)

[southlakeland.gov.uk/your-environment](https://southlakeland.gov.uk/your-environment)

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