

Climate Change

Spreading the Message and Action in Dorset

DORSET CLIMATE CHANGE
COALITION



**Final Report for
Dorset Strategic
Partnership
March 2009**

Executive Summary

Dorset Climate Change Coalition (DCCC) is a partnership of voluntary and public sector organisations in Dorset who are working together on climate change with the mission of **“communicating the urgency of climate change, in order to enable and inspire people to take action, individually and collectively to address it.”**

This project “Spreading the Message and Action in Dorset” funded by Dorset Strategic Partnership, with da21 being the accountable body. Emily Bullock of Dorset Energy Advice Centre was seconded to deliver the work, consisting of the following modules. Management support was provided by a management group including Kate Hall, Dorset County Council, Simon Thompson, Dorset Community Action, Brian Bleese, Dorset Wildlife Trust, Rosemary Lovegrove and Colin Dewsnap both from da21.

Building the Partnership

The membership of DCCC has increased from nine to fourteen members. A further eight organisations have shown an interest in joining.

Awareness Raising

DCCC hosted a Communication Event attended by 24 organisations, the DCCC Climate Change Communication Policy was developed as an outcome.

This policy was used as guidance for all other communication activity which includes:

- A Dorset based climate change presentation, heard by 1564 people
- Three leaflets: “Dorset’s climate is changing,” “Why act on climate change?” and a carbon footprint questionnaire.
- 15 public events have been attended
- 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%, a saving of 1041 tonnes of carbon dioxide annually.
- 8 press mentions, 9 newsletter mentions, 460 web-hits and mentions on 26 unique websites.
- Through web hits, presentations, and carbon footprints contacts have been made with 3084 people, some will have been contacted more than once. However this is a significant achievement.

Carbon Footprint

DCCC has developed a “Community Carbon Footprint Reduction Calculator” which can be used by a community of any size to calculate and plan how to reduce the carbon footprint.

Recommendations

- The terms of reference and requirements of membership are reviewed and revised if necessary.

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Churches Together in Dorset, Christchurch Community Partnership, da21, Development Education in Dorset, Dorset Community Action, Dorset County Council, Dorset Energy Advice Centre, Dorset Strategic Partnership, Dorset Wildlife Trust, DT11 Forum Community Partnership, Environment Agency, Magdalen Project, North Dorset District Council, West Dorset Partnership, Weymouth and Portland Partnership, with support from Christian Aid, South West Wildlife Trusts, The Co-operative Membership

- DCCC should continue to work to secure membership from all local authorities and community partnerships.
- Continue to support volunteers to deliver climate change messages.
- Develop a communication strategy with all DCCC members to improve the effectiveness and impact communicating the messages.
- DCCC continues to offer support to individuals and groups in reducing carbon footprint.
- DCCC promotes the Community Carbon Footprint Reduction Calculator.
- DCCC seeks funding to support groups in using this tool, to improve it and develop a web based version.
- DCCC continue to seek funding for the work plan that has been developed.
- In the interim DCCC consider how it can best continue to fulfil its mission.

Development of Future Funding for Climate Change work in Dorset

DCCC has developed a two year work programme which incorporates work on communicating climate change, supporting the development of the carbon footprint and continuing to support and build the partnership. To date funds have not been secured.

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Background to Dorset Climate Change Coalition (DCCC)

DCCC is a partnership of voluntary and public sector organisations who are working together on climate change with the mission of **“communicating the urgency of climate change, in order to enable and inspire them to take action, both individually and collectively, to address this.”**

DCCC was formed as a result of a series of meetings called by da21. These meetings brought together organisations active on climate change, in order to share experience and explore the benefits of working more closely together. The meetings also drew on the expertise of the South West Wildlife Trust Climate Change Champion who had experience of working regionally with the Wildlife Trusts.

DCCC was formed in early 2007, and adopted a mission statement and key messages. Members agreed to promote these messages within their own organisations.

A launch event, held on 1st October 2007 was attended by senior personnel from member organisations; they measured their carbon footprint and pledged to reduce it by 5% within 12 months. These founding members were Churches Together in Dorset, da21, Development Education in Dorset, Dorset Community Action, Dorset County Council, Dorset Energy Advice Centre, Dorset Wildlife Trust, Environment Agency, Magdalen Project, North Dorset District Council. Advisory support is provided by Christian Aid, South West Wildlife Trusts, The Co-operative Membership, they are not formal members as their remit is wider than Dorset.

Mission Statement:

“Dorset Climate Change Coalition is working together, to communicate with the people of Dorset the urgency of action on Climate Change, in order to enable and inspire them to take action, both individually and collectively, to address this.”

Key Messages:

DCCC agreed to promote specific climate change messages. These messages were developed using those already agreed by the South West Wildlife Trusts. See Appendix One.

2. Project Description

The work programme submitted by da21 to DSP had six modules of work, but at this stage only requested funding for the first four. da21 worked with DEAC to develop a work programme with specific targets in order to deliver the four modules of work. A brief summary of each module is given below.

Module 1 – Building the Partnership

- consolidate and extend DCCC
- Confirm the terms of reference
- Ensure the steering group meets four times during the year and that minutes are provided.

Module 2 – Awareness raising

- Review and update key messages
- Roll out messages to the public via leaflets, web, press, and displays as appropriate.

Module 3 – Carbon footprint

- Support Dorset County Council to progress the carbon footprint for the county and support local community partnerships to use the carbon footprint as a measure of success.

Module 4 – Development of funding for climate work in Dorset

- Review available funding sources and work with DCCC members to submit bids
- Contribute to the Local Area Agreement work on climate change
- Write evaluation report.

Meeting DSP Community Strategy “Shaping our future”

A table was included in the original bid showing how this project would help to deliver the Community Strategy, this table has been extended to include how the project has contributed to actual progress against the strategy, and can be seen in Appendix Two.

3. Project progress

3.1 Module One - Building the Partnership

The following specific targets were adopted:

- i. To revise the terms of reference, and devise a membership structure.
- ii. To invite all local authorities and community partnerships in Dorset to join DCCC.
- iii. To attract 10 new member organisations (district level and above).
- iv. To arrange and provide minutes for 4 meetings of DCCC.

3.1.1 Revise the terms of reference, and devise a membership structure.

The terms of reference were revised, and now include expectations of and benefits to membership organisations as well as the structure of the steering group. The Terms of Reference document and the Invitation to Membership document are at Appendices Three and Four respectively.

Members are asked to sign up to DCCC messages, to actively promote behaviour change, to nominate a link member to liaise with DCCC and to nominate a senior member to measure their carbon footprint and pledge to reduce it by 5% over the following 12 months. The benefits to members are support in delivering action on climate change, use of DCCC resources, and an opportunity to serve on the steering group.

3.1.2 Invite all local authorities and community partnerships in Dorset to join DCCC.

All local authorities and community partnerships have been invited to join DCCC the following are now members.

Christchurch Community Partnership	joined Oct 08
Dorset County Council	founding member
Dorset Strategic Partnership	funding partner
DT11 Forum Community Partnership	joined Dec 08
North Dorset District Council	founding member
West Dorset Partnership	joined Nov 08
Weymouth and Portland Partnership	joined Oct 08

The following local authorities and community partnerships have not yet joined DCCC.

Christchurch Borough Council	West Dorset District Council
East Dorset District Council	Purbeck Community Partnership
East Dorset Community Partnership	Purbeck District Council
Shaftesbury Task Force	West Dorset District Council
Sturquest Community Partnership	Weymouth and Portland Borough Council
Three Rivers Partnership	

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3.1.3 Attract 10 new member organisations (district level and above).

Five new members have joined DCCC, these are Christchurch Community Partnership, Dorset Strategic Partnership, DT11 Forum Community Partnership, West Dorset Partnership, Weymouth and Portland Partnership.

Eight further organisations have expressed their intention to join DCCC, but have not yet completed the process by returning the required paperwork. These are East Dorset Community Partnership, Purbeck Community Partnership, Cranborne Chase Area of Outstanding Natural Beauty, Dorset Area of Outstanding Natural Beauty, Dorset Association of Town and Parish Councils, Dorset Federation of Women's Institutes and Dorset NHS.

See Appendix Five for current DCCC membership status including the founder members.

3.1.4 Arrange and provide minutes for 4 meetings of DCCC.

Meetings of the steering group were held on the following dates:
28th May 2008, 27th August 2008, 2nd December 2008, 23rd February 2009.

3.2 Module Two - Awareness raising

The following specific targets were adopted:

- i. Arrange a “Climate change communication” workshop with invited expert speaker, for invited guests, DCCC members and a DSP representative.
- ii. As a result of the above workshop prepare DCCC briefing note, on how best to communicate climate change.
- iii. Produce 3000 fliers with DCCC messages.
- iv. Ensure that 50 talks are given by DCCC members.
- v. Ensure that at least 1000 people are in the audiences of these talks.
- vi. Ensure at least 5 public events are attended by DCCC members with DCCC materials.
- vii. Ensure at least 1000 people measure their carbon footprint.
- viii. Ensure that at least 300 people pledge to and achieve a 5% reduction in their carbon footprint.

3.2.1 Arrange a “Climate change communication” workshop with invited expert speaker. DCCC members and invited guests to attend.

Aim of event:

The main purpose of the event was to develop a briefing note for DCCC members on how best to communicate climate change. Supplementary aims were to raise the profile of DCCC, build ownership around DCCC messages, and invite new members to join DCCC.

Invited guests:

Representatives were invited from each local community partnership and local authority, all DCCC member organisations, as well as other key local organisations such as the two Areas of Outstanding Natural Beauty. The event was attended by 24 people from these organisations, although unfortunately there was no district level local authority representation.

The expertise was provided by Tim Baster from Climate Outreach and Information Network, www.coinet.org.uk, the event consisted of theoretical input on communicating climate change messages and workshops considering how to apply these messages to target audiences. The programme is available at Appendix Six. According to the evaluation of the event, attendees found it very useful

3.2.2 As a result of the above workshop prepare DCCC briefing note, on how best to communicate climate change.

Following the event a Dorset Climate Change Communication Policy was developed and made available to all DCCC members, all event attendees and DSP. See Appendix Seven.

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3.2.3 Produce 3000 fliers with DCCC messages – see Appendix Eight

DCCC has produced three leaflets, which have been designed to communicate the key messages using guidance from the DCCC Communication Policy, these are:

- 1) “Dorset’s climate is changing” 10,000 – a DL leaflet – for reception areas, public events, aiming to appeal to people not already engaged.
- 2) “Why act on climate change” 3,000 – an A4 4pp leaflet, with more detail, for people who have listened to a talk or are more engaged.
- 3) A carbon footprint questionnaire 6000 A4 - similar to that in the Dorset County Council climate change calendar, with a pledge to encourage people to reduce their footprint.

3.2.4 Ensure that 50 talks are given by DCCC members.

3.2.5 Ensure that at least 1000 people are in the audiences of these talks.

A DCCC presentation has been developed. This presentation is based on DCCC messages, the DCCC Communication Policy and a Climate Outreach and Information training course on how to communicate climate change. The presentation uses local images showing likely impacts of climate change in Dorset and photographs of people in Dorset taking action, such as insulating their loft or cycling to work.

DCCC has run four half-day training courses, for 31 people who wished to learn how to deliver the presentation. These were held both in the week and at weekends, and in three different locations: Dorchester, Shaftesbury, and Wimborne, in order to make them widely available.

It is estimated that 1564 people have heard this presentation, at 35 different talks. In some cases the presentation has been adapted to make it appropriate for a particular audience such as the Transition movement or faith related groups. Appendix Nine gives further details.

3.2.6 DCCC members to attend at least 5 public events with DCCC materials.

At least 15 public events have been attended with DCCC materials. These include the following:

West Dorset District Council event, Bridport Town Council – Climate and Energy Day, Dorset Clergy Day, Tolpuddle Martyrs Festival, Christchurch Urban Wildlife Day, Shaftesbury Gold Fair, Gillingham and Shaftesbury Show, Ideal Home Exhibition, Dorset County Show, Dorset Eco-schools day, Peat on the Street, West Dorset Partnership Annual Assembly, Sustainable Communities Act meeting Dorchester, Dorchester Car Club meeting, Sherborne Environmental Conference.

3.2.7 Ensure at least 1000 people measure their carbon footprint.

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1005 people have measured their carbon footprint, using the DCCC footprint questionnaire; the calculator included in the Dorset County Council climate change calendar or the Act on CO₂ website. In many cases people completing a carbon footprint questionnaire were offered a free energy saving bulb or a computer powerdown.

3.2.8 At least 300 people to pledge and achieve a 5% reduction in carbon footprint.

Each carbon footprint questionnaire asks people to pledge to reduce their carbon footprint. A sample of 100 of these questionnaires has been analysed, the average pledged saving is 14%. Based on an average Dorset per capita of 7.4 tonnes of carbon dioxide (from Defra NI 186 data) per person, this equates to a Dorset wide saving of $1005 \times 7.4 \times 14\% = 1041$ tonnes.

3.2.9 In addition to progress against these targets the following awareness raising actions have been achieved.

Press coverage – 8 mentions:

Blackmore Vale / Stour and Avon – 10th Oct 08, 21st Nov 08, 18th Dec 08,
Dorset Echo – 2nd Oct, 6th Nov, 18th Dec, 1st Jan 09
Mid west radio – Interview, 22nd Jan 09

Newsletters – 9 mentions:

Da21 – Summer 08, Autumn 08, Winter 08
Dorset Energy Advice Centre – Spring 08, Winter 08
The Co-operative Membership Re:action (News from South West Region) – Sept 08
Churches together in Dorset – Pilgrim Post – Sept 08
Weymouth and Portland Partnership – Nov 08
North Dorset District Council – Spring 09

DCCC web pages -

A website was set up with the domain name www.dorsetclimate.org.uk. Dorset Energy Advice Centre hosted three pages on their website. www.deac.co.uk These pages are an entrance page, a page with more detail about the project, and a form for people to inform DCCC of their carbon footprint. The pages have had 228, 112, and 120 hits respectively, totalling 460 hits.

Web mentions of “Dorset Climate Change Coalition”

A Google search conducted on 13th March 09 for “Dorset Climate Change Coalition” gave 26 different websites with mentions of DCCC.

3.3 Module Three - Carbon footprint

The following specific targets were adopted:

- i. Keep a watching brief on emerging national and regional measures / methodology to develop a community carbon footprint, and prepare briefing report on its application to Dorset for Coalition members and DSP once information has been published.
- ii. Attend up to 2 meetings to support progress of application of this footprint to Dorset by County Council.
- iii. Prepare a briefing note on how local community partnerships could use carbon footprint once new method has been published.
- iv. Attend up to 8 meetings of local community partnerships to speak on this subject.
- v. Aim to ensure that at least four local community partnerships adopt a specific percentage reduction in community carbon footprint.

3.3.1 Keep a watching brief on emerging national and regional measures / methodology to develop a community carbon footprint, and prepare briefing report on its application to Dorset for Coalition members and DSP once information has been published.

Since this work plan was written, the following developments have occurred:

- National Indicator 186 has been developed by DEFRA. NI 186 is a per capita measure of carbon dioxide emissions published at district level.
- All local authorities in Dorset have signed up to the Nottingham Declaration, which includes an obligation to reduce the emissions from their own estate, National Indicator 185
- The Energy Efficiency Strategy for Bournemouth, Dorset and Poole has been developed, and aims to achieve a 30% reduction in carbon dioxide emissions by 2020 relative to 2005.

The DCCC project officer, met with Kate Hall, of Dorset County Council and Brian Bleese of Dorset Wildlife Trust, in order to consider how to move this work forward. It was concluded that the most useful approach would be to develop a community carbon reduction toolkit, using district level NI 186 as a baseline.

Consequently a “Community Carbon Footprint Reduction Calculator” has been developed which allows a community of any size to measure and work out how to reduce their footprint. It is an Excel spreadsheet and is currently available online at www.dorsetclimate.org.uk the DCCC website, a screen shot of it is included in this report. See Appendix Ten.

It is designed to allow a community, to calculate their carbon footprint and work out what actions they need to take to reduce it. The community can be of any size, geographical such as a hamlet, street, village or town up to a whole district, or non-geographical for example a group of friends, colleagues or a Transition group. It

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relies on district level NI 186 data so it would be easier if the community live in the same district, but an average county wide figure can be used if appropriate.

The user inputs, the population, the current per capita carbon dioxide emissions for the district, and required percentage saving. The "Community Carbon Footprint Reduction Calculator" generates the total carbon emissions, and target saving. A list of actions are included, as the user inputs the number of households taking each action, the carbon saved and progress towards the target is generated.

3.3.2 Support progress of this footprint to Dorset by County Council at up to 2 meetings.

As the County Council and District Councils are now obliged to reduce carbon through National Indicators 185 (own estate) and 186 (per capita), this tool has been mainly aimed at district level and at community groups.

The tool has been distributed to around 50 people including all DCCC members and the HECA officers (Home Energy Conservation Officers) and community planning officers at each local authority.

It has also been promoted at the following meetings:

DSP Bridging Meeting	16 th Oct 08
DCCC Steering Group	2 nd Dec 08
HECA officers meeting	12 th Dec 08
DCCC Speaker Training	21 st and 24 th Jan 09
Dorchester Transition Town Energy Meeting	21 st Feb 09

The following groups have expressed an interest in using this tool.

Piddle Valley
Shaftesbury Transition
Sherborne Area Environment Forum
Ferndown Town Council

3.3.3 Prepare a briefing note on how local community partnerships could use carbon footprint once new method has been published.

The community carbon footprint reduction toolkit includes instructions and has been distributed to all local community partnerships with explanatory notes.

3.3.4 Attend up to 8 meetings of local community partnerships to speak on this subject.

A presentation was given to the Dorset Strategic Partnership Bridging Group on 16th October 2008. An offer has been made to speak at local community partnership and other meetings, requests have been made to speak at the following meetings:

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Piddle Valley Parish Planning
Town Partnerships Meeting
Sherborne Area Environment Forum
Dorset Association of Parish and Town Councils training.

3.3.5 Ensure that at least four local community partnerships adopt a specific percentage reduction in community carbon footprint.

The Local Area Agreement has adopted NI 186 (per capita carbon dioxide emissions) as a target and agreed to reduce it by 6.8% by 2010_11. To the knowledge of DCCC no groups have yet adopted additional targets using this calculator as a tool.

3.4 Module Four - Development of funding for climate work in Dorset.

The following specific targets were adopted:

- i. Aim to obtain funding of at least £25k pa for Jan 2009_ Dec 2011 to enable the Coalition to continue and extend its work in helping Dorset to carry out effective climate change mitigation through public awareness raising and action.
- ii. To attend up to four meetings regarding the new Local Area Agreement
- iii. Aim to ensure that climate change figures as a significant goal within the adopted Local Area Agreement.
- iv. Prepare a final report for da21 to submit to DSP.

3.4.1 Obtain funding of at least £25k pa for Jan 2009_ Dec 2011 to enable DCCC to continue and extend its work in helping Dorset to carry out effective climate change mitigation through public awareness raising and action.

The DCCC project officer has worked with the steering group of DCCC and the management group for this project to develop a future work plan, and to secure funding. The proposed work programme is for two years, and aims to communicate effectively with target audiences in order to save 9000 tonnes of carbon dioxide, it includes the following activity.

a. Communication

- Engage a consultant to work with all partners to develop a communication strategy, to include evaluating 2008_9 activity, considering novel untested approaches and building on best practice from other areas / sectors.
- Provide appropriate media to support the strategy, eg film, web, leaflets, case studies.
- Drive and support the delivery of the strategy by all partners.
- Provide training for communication volunteers to use DCCC media.
- Host high profile public event / week of action or similar in year two.

b. Enabling Carbon reduction

- 7500 individuals to measure their carbon footprint and pledge to reduce it by 5% a year.
- 12 community groups (average 1487 population) to reduce emissions by 5% a year.
- A web based community carbon footprint reduction calculator to be launched in year two.

c. Leadership

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- Build DCCC membership to include all local authorities and community partnerships.

A funding bid has been submitted to Chalk and Cheese in Jan 09 – the outcome is not yet known.

In addition three bids are currently being prepared to submit to Esmee Fairbairn, The Jephcott Charitable Trust and Naturesave Trust. Together if successful these would fund a two year programme of work.

3.4.2 Attend up to four meetings regarding the new Local Area Agreement

3.4.3 Ensure that climate change figures as a significant goal within the adopted Local Area Agreement.

A DCCC representative attended an early meeting regarding the new Local Area Agreement. The LAA was approved by government in July 08 and includes the following climate change related targets.

NI 185 – Reduce carbon dioxide emissions from local authority operations.

NI 186 - Per capita carbon dioxide emissions, reduce by 6.8% by 2010_11

NI 188 – Planning to adapt to climate change – Level 3

3.4.4 Prepare a final report for da21 to submit to DSP.

Reports have been submitted to da21 and DSP throughout the year, this is the final report.

3.4.5 In addition to progress against these targets DCCC has secured the following additional funding for the 2008_9 period.

The Co-operative Membership £1000

Churches Together in Dorset £100

4. Conclusions and Recommendations

4.1 Raising the profile

This project has significantly raised the profile of climate change in Dorset both with the general public and with leadership organisations such as local authorities and community partnerships.

Leadership organisations:

DCCC has five new member organisations, and eight further organisations are in the process of becoming members. The membership requirements may have made it onerous for organisations to join, the advantage of this is that they have taken seriously the requirements of membership.

Recommendations:

- The terms of reference and requirements of membership are reviewed and revised if necessary.
- DCCC should continue to work to secure membership from all local authorities and community partnerships.

4.2 Raising Awareness

Through web hits, presentations, and carbon footprints contacts have been made with 3084 people, some will have been contacted more than once. However this is a significant achievement.

The DCCC presentation was described as “one of the best I have seen” by Nick Read of the Environment Agency.

31 volunteers came forward to be trained for speaker training, showing that there is a desire amongst people to be empowered to speak about climate change.

It should be noted that using a presentation to communicate messages may limit the audience to the “already converted.”

Recommendations:

- Continue to support volunteers to deliver climate change messages.
- Develop a communication strategy with all DCCC members to improve the effectiveness and impact communicating the messages.

4.3 Carbon Footprint

During the last year, the profile of climate change and the necessity to reduce carbon dioxide emissions has risen significantly and is being taken forward by all local authorities.

The community carbon footprint reduction calculator developed as part of this project is potentially a valuable resource for local authority officers with responsibility for

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National Indicator 186, as well as for community planning officers and community activists.

Recommendations:

- DCCC continues to offers support to individuals and groups in reducing carbon footprint.
- DCCC promotes the Community Carbon Footprint Reduction Calculator.
- DCCC seeks funding to support groups in using this tool, and to improve it and develop a web based version.

4.4 The Future

DCCC have developed a two year work programme, with the following aims:

- To work with all member organisations and key leadership organisations who are not yet members to develop and deliver a communication strategy in order to effectively communicate climate change across Dorset.
- To support the development of the Community Carbon Footprint Reduction Calculator into a web based resource by working with 12 pilot groups.
- To continue to raise awareness of climate change both with the general public and with leadership organisations.
- To continue to build the membership of DCCC.

Recommendations:

- DCCC continue to seek funding for the work plan that has been developed.
- In the interim DCCC consider how they can best continue to fulfil its mission.

Appendix One – Dorset Climate Change Coalition Key messages

Level one - overall branding, strapline and headline messages which underpin everything and are always used

1. Climate Change will have a major impact on people and wildlife.
2. Tackling it is urgent: we need to make a real difference in the next 5-10 years if we are to keep warming to 2°C.
3. Celebrate the people who are already working on positive and creative solutions – and join us today.
4. Understand how much carbon you produce and see how you can limit it.
5. Together we can build a positive low carbon and wildlife rich future.

Level two simple slogans that sum up each area of action (save energy etc) to be used either together or individually as appropriate

1. Save energy
2. Travel Wisely
3. Use local food and goods
4. Save resources

Level three a menu under each area of action, according to audience, campaign etc, good idea to concentrate on one.

1. Wrap your home up warm.
2. Walk when you can.
3. Enjoy local seasonal food.
4. Make compost at home.
5. Garden for wildlife.

Wrap your house up warm: improve your insulation, save energy & money. One quarter of household greenhouse gas emissions are due to heating and hot water. Do you have the recommended amount of loft insulation – nearly a foot?

Take a walk: leave the car at home for just one regular trip each week, and see how much fitter you get. About a quarter of all car trips are under 2 miles; about a third of *household* greenhouse gas emissions come from transport.

Enjoy local seasonal food: savour the taste and freshness, and cut the traffic on the roads. About a fifth of *UK* greenhouse gas emissions are from road transport, and a quarter of lorries are carrying food.

Make compost at home: reduce waste and watch your garden grow. Over a third of household rubbish can be composted at home, saving on transport and the powerful greenhouse gas, methane, that's produced as it rots down in landfill.

Garden for wildlife: enjoy your garden visitors and help nature adapt to climate change. Remember the area of land covered by private gardens is much greater than all our nature reserves put together.

Appendix Two – Relevant progress against DSP Community Strategy – “Shaping our future”

Page / Heading	Bid addresses this action strongly (***) , moderately (**) or partially (*)	Action in DSP Community Strategy	Relevant progress towards these actions as a results of this DSP funded project
P.72 12 for 2012	***	Dorset to achieve a step change in its environmental and sustainability performance including energy and water use, waste and recycling, travel, food, materials and wildlife	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P.36-37 Environment	***	Develop a carbon profile for Dorset & agree county-wide carbon reduction targets	DEFRA's NI 186 data available at district level does this, DCCC's Community Carbon Footprint Reduction Calculator enables communities to measure and reduce their carbon footprint.
P.36-37 Environment	**	Waste to be reduced, reused, composted, recycled and recovered in line with long-term landfill diversion options	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P.36-37 Environment	***	Help more people to make sustainable choices in their day-to-day lifestyles	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P.36-37 Environment	*	Press for Dorset's local authorities to sign & implement the Nottingham Declaration on climate change	All Dorset local authorities have now signed the Nottingham Declaration.
P.36-37 Environment	*	Closer working between partners to take forward the 'cleaner, safer, greener' agenda and tackle local environmental issues	DCCC has facilitated partners to work together on these issues.
P. 17-18 Housing	**	Support initiatives to improve sustainability in new & refurbished homes, develop local skills & promote the use of sustainable building techniques & other activities to reduce carbon emissions	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P. 23-24 Economy	**	Promote resource efficiency across all sectors both as a driver to better business competitiveness and as a step towards living within environmental limits	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P. 23-24 Economy	**	Encourage business and the public sector to adopt a sustainable procurement policy, including the use of local services	

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P. 23-30 Economy	*	Support the innovation and development of low carbon sectors, including environmental technologies such as renewables	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P. 29-30 Travel, services	**	Ensure effective public transport through a range of providers including the voluntary & community sector to achieve sustainable access solutions	Awareness raising actions as indicated in section 3.2 1005 people have measured their carbon footprint and pledged to reduce it by an average of 14%.
P. 29-30 Travel, services	**	Increase the uptake of clean, low carbon vehicles and fuels, including increasing the availability of low carbon fuels locally	Dorchester Car Club has been supported by DCCC members.
P. 29-30 Travel, services	*	Reduce carbon emissions through promotion of development in locations and of a type that reduces the need to travel	
P. 53-56 Communities	*	Develop a county-wide approach to volunteering, including the implementation of the LAA reward element to increase formal volunteering	31 volunteers have been trained to use the DCCC presentation, and volunteer groups are emerging who wish to utilise the DCCC Community Carbon Footprint Reduction Calculator
P. 53-56 Communities	*	Develop a public sector strategy for third sector infrastructure and, by working with all partners, build the capacity of the third sector for a future of shared service planning and delivery	
P. 53-56 Communities	*	Integrate health equity audits, health impact assessment and sustainability assessments within all service development, performance monitoring and reviews	
P. 53-56 Communities	***	Personalise the support available to people who aspire to make positive lifestyle changes	The leaflets and website aim to do this. 31 people have been trained to speak about climate change. DCCC Community Carbon Footprint Reduction Calculator will support this.
		Additional items not mentioned in original bid	
p. 35-36 Environment		The ongoing contribution of volunteers to the conservation and appreciation of Dorset's natural and built environment.	31 volunteers trained to use DCCC presentation, volunteer groups emerging to utilise the DCCC Community Carbon Reduction Calculator. Encouraging people to travel less encourages them to appreciate local leisure activities.
P 36-36 Environment		Recognition and response through the partnership to the challenges faced by Dorset due to global climate change	DCCC has 5 new members, signing up to the aims of DCCC implies that member organisations are recognising climate change. 8 further organisations are interested in joining.
P 53 Communities		An increase in the number of people volunteering	31 volunteers trained to use DCCC presentation, volunteer groups emerging to utilise the DCCC Community Carbon Footprint Reduction Calculator.
P 53 Communities		Continued support for the development and implementation of local neighbourhood, parish and town plans including better engagement of isolated, marginalised and hard to reach groups.	DCCC Community Carbon Footprint Reduction Calculator is designed with parish plans in mind, Piddle Valley parish has shown an interest in using it as well as Ferndown Town Council.

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Appendix Three – Dorset Climate Change Coalition Terms of Reference

Dorset Climate Change Coalition consists of voluntary and public sector organisations that address climate change and operate at district level and above. (Where appropriate sub-district level organisations may be invited, for example where community partnerships do not exist at district level.)

The mission of the Coalition is ***“to work together to communicate with the people of Dorset the urgency of action on Climate Change, in order to enable and inspire them to take action, both individually and collectively, to address this.*”**

The secretariat of the Coalition is currently provided by dorset agenda 21. The chair of the Coalition is currently Colin Dewsnap, a trustee of dorset agenda 21. The Steering Group is formed from the membership of the Coalition. It is intended that the Steering Group will operate with a maximum of 15 members to include where possible at least one representative from each of the following:

- Local authorities
- Local community / strategic partnerships
- Membership organisations
- Faith organisations
- Organisations specialising in mitigation
- Organisations specialising in adaptation

Currently the steering group comprises the following members: Churches Together in Dorset, Development Education in Dorset, Dorset Agenda21, Dorset Community Action, Dorset County Council, Dorset Energy Advice Centre, Dorset Wildlife Trust, The Magdalen Project, North Dorset District Council, with advisory support from The Co-operative Membership, the Environment Agency and Christian Aid.

Appendix Four – Dorset Climate Change Coalition Invitation to Membership

Background

Climate change is now widely recognised as the most important challenge facing the world this century.

Dorset Climate Change Coalition is a partnership of voluntary and public sector organisations in Dorset who aim to reduce Dorset's impact on climate change.

Mission Statement

Dorset Climate Change Coalition aims ***“to work together to communicate with the people of Dorset the urgency of action on Climate Change, in order to enable and inspire them to take action, both individually and collectively, to address this“.***

BENEFITS OF MEMBERSHIP

- Helping to fulfil Nottingham Declaration commitments in terms of the most effective means of communicating the message.
- Enhancing the impact of messages conveyed by individual organisations to their members and collectively to the public.
- Support in taking action on climate change, such as training events, and use of Coalition resources such as presentation, website, flyers, pledge cards etc.
- Opportunity to contribute to the steering group.
- Receiving progress reports on the work of the coalition.
- The opportunity to promote staff and organisation in coalition publications.

A COMMITMENT TO JOIN DCCC WILL INVOLVE:

- Membership for 3 years
- Signing up to the messages (see separate document) of the Coalition and actively promoting behaviour change.
- Nominating a staff link member who will liaise with the Coalition.
- Nominating a senior member of staff to measure their carbon footprint and pledge to reduce it by at least 5% over the following 12 months, (and to communicate this information to the chair of the coalition) and encouraging staff / members / volunteers to do the same.

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Application for organisational membership of Dorset Climate Change Coalition

Named

contact: _____

Organisation: _____

Address: _____

Telephone: _____

Email: _____

Staff member to take pledge (if
different) _____

Telephone: _____

Email: _____

Please use carbon calculator at <http://actonco2.direct.gov.uk/index.html>

I pledge to cut my carbon footprint from _____ tonnes of carbon dioxide to
_____ tonnes of carbon dioxide by _____

Please complete this form and return to Emily Bullock.

Emily Bullock, Dorset Energy Advice Centre, Bob Hann House, Shillito Road, Poole,
BH12 2BW Emily@deac.co.uk 01202 307413

Appendix Five – Dorset Climate Change Coalition Membership Status

Organisation	Current situation	Contact	Status
Christchurch Borough Council	Judith Plumley, discussing with Environment Portfolio holder	Judith Plumley	Non member
Christchurch Community Partnership	Membership agreed at Environment group in August 08.	Wilbert Smith	Members Oct 08
Christian Aid		Stephen Dominy	“In support”
Churches together in Dorset		Val Potter	Founding member
Cranborne Chase AONB	Have agreed in principal but not returned papers	Linda Nunn	Non member
da21		Paul McIntosh	Founding member
Development Education in Dorset		Louise Boston-Mammah	Founding member
Dorset AONB	Have agreed in principal but not returned papers	Sue Dampney	Non member
Dorset Association of Parish and Town Councils	Have approved membership but not returned papers	John Parker	Non member
Dorset Community Action		Simon Thompson	Founding member
Dorset County Council		Kate Hall	Founding member
Dorset Energy Advice Centre		Emily Bullock	Founding member
Dorset Federation of Women's Institutes	Several invitation letters and phone calls have been made no response to date.	Esmee Isaacs	Non member
Dorset NHS	Meeting held with Claire Warner – interested in principal, not formally invited at this stage.	Claire Warner	Non member
Dorset Strategic Partnership		Peter Moore	Founding member
DT11 Forum Community Partnership		Jo Rose	Members Nov 08
Dorset Wildlife Trust		Joy Wallis	Founding member
East Dorset District Council	Jacky Hayfield discussing with appropriate senior staff.	Jacky Hayfield	Non member

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East Dorset Community Partnership	Membership agreed at Environment group in August, not confirmed by Jacky Hayfield.	Jacky Hayfield	Non member
Environment Agency		Nick Read	Founding member
Magdalen Project		Matilda Western	Founding member
North Dorset District Council		Kevin Morris	Founding member
Purbeck District Council	Diane Bemand talking to Mark Sturgess, Head of Planning	Diane Bemand	Non member
Purbeck Community Partnership	Agreed to join Oct 08, Sue Bellamy sorting out paperwork.	Sue Bellamy	Non member
Shaftesbury Task Force	DT11 contact to raise at meeting	via Kevin Morris	Non member
South West Wildlife Trusts		Jane Laurie	"In support"
Sturquest Community Partnership	DT11 contact to raise at meeting	via Kevin Morris	Non member
The Co-operative Membership		Pete Vallance	"In support"
Three Rivers Partnership	DT11 contact to raise at meeting	via Kevin Morris	Non member
West Dorset Partnership		Maria Clarke / David Webb	Members Dec 08
West Dorset District Council	WDDC feel that they are members as part of their partnership.	Maria Clarke	Non member
Weymouth and Portland Partnership		Mike Clark	Members Dec 08
Weymouth and Portland Borough Council		Louise Stewart	Non member

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Appendix Six –Communication Event Programme

Climate Change Communication Event Tuesday 17th June 2008

Programme

- | | |
|---------|--|
| 9.00am | Registration and tea/coffee |
| 9.30am | Welcome and Introduction Dorset Climate Change Coalition
Colin Dewsnap Chair Dorset Climate Change Coalition |
| 9:40am | Welcome from Dorset Strategic Partnership
Peter Moore, Environment Theme Group |
| 9:45am | How to communicate climate change messages
Tim Baster, Climate Outreach and Information Network
Current financial crisis
Public attitudes
Environmental values
Different audiences and messaging
Denial and evasion
Obstacles |
| 10:45am | Coffee |
| 11:15am | Communication Strategies in Dorset
Communication Strategies for Climate Change Coalition.
Tim Baster, Climate Outreach and Information Network |
| 12:30pm | Questions about the work of the Coalition |
| 12:45pm | Next steps and commitments
Emily Bullock – Dorset Climate Change Coalition |
| 12:55pm | Closing Comments – Kate Hall, Dorset County Council |
| 1:00pm | Lunch |

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Appendix Seven – Dorset Climate Change Coalition Communication Policy

How to Communicate Climate Change and Generate Behaviour Change.

Dorset Climate Change Coalition is formed of public and voluntary sector organisations in Dorset who are working on Climate Change.

Members of the Coalition have agreed to sign up to the Core Messages (see Appendix 1) of the Coalition and to actively promote behaviour change.

Mission Statement:

Dorset Climate Change Coalition is ***“working together, to communicate with the people of Dorset the urgency of action on Climate Change, in order to enable and inspire them to take action, both individually and collectively, to address this.”***

To whom are we communicating?

Ultimately the Coalition aims to communicate with everyone who lives in Dorset, each member organisation will have different groups they can influence such as staff / members / volunteers as well as the general public.

What are we communicating?

The adopted Core Messages of the Coalition. – see Appendix 1.

Key principles for communicating these messages

- 1) Respect people’s values, and avoid blame

Everyone has fundamental values, for example justice, their own security, or protecting their family, or the environment. When communicating climate messages consider the values of your audience and “package” your messages in a way that is likely to appeal to their values. Doing this should help to avoid blaming people and “preaching” at them.

Eg – families – and the message “Travel Wisely”

This year why not holiday closer to home, explore the Jurassic Coast and enjoy the wonderful Dorset beaches.

- 2) Remember the Character types – Survivor, Traditionalist, Winner, Striver. (see Appendix 2).

Ideally messages should be framed differently depending on the audience, it may be helpful to consider which type you are, (you may be a mixture) and what kind of messages you respond to.

- 3) Engaging with deniers – see Appendix 3.

People come up with many reasons for not doing anything about climate change. It is important to respect their values and try to engage with them in order to turn their denial into a positive action that they can be part of.

Some examples:

Appendix Seven – Dorset Climate Change Coalition Communication Policy (continued)

- *It's not my fault* – No but you are part of the solution
- *It's a revenue raiser* – Well taking action can help you to save money
- *It's all a load of rubbish* – I don't think it is, but even if it is, we can't lose anything by taking action, we get a cleaner fairer world.

4) Use local heroes and speak in the first person.

Use real people, or yourself to talk in the first person about climate change, why I care, what I am doing about it and how it makes me feel.

Eg “hi my name is Emily, I'm worried about Climate Change because poor people in the world are really suffering. I am trying to reduce my impact by flying less, it means that I enjoy travelling by train, and feel that I am doing something to make the world a fairer place.”

5) Acknowledge people for what they are doing, trying to include a mixture of character types, and value types. This includes someone reducing their 4 litre car to a 3 litre car as well as the one giving up their car altogether!

Use aspirational messages, “this behaviour says good things about you”
Smart people leave the car at home and make new friends on the bus.

How are we communicating?

1) Coalition materials

All Coalition materials such as posters, presentation, logo, flyers, factsheets will communicate the Core Messages in accordance with the principals in this Policy.

2) Coalition logo

All Coalition members are encouraged to use the logo in print and web material providing it promotes Core Messages – eg encouraging cycle lanes, local food, energy saving.

3) Media Press & publicity

All Coalition members are encouraged to mention the work of the Coalition when engaging with the media.

Only the Chair (Colin Dewsnap c.dewsnap@ntlworld.com) or Project Officer (Emily Bullock Emily@deac.co.uk) or any person with their specific authorisation, can speak on behalf of the Dorset Climate Change Coalition.

Emily Bullock 1st August 08

Appendix Seven – Dorset Climate Change Coalition Communication Policy (continued)

Appendix 1 – Dorset Climate Change Coalition Core Messages

Level one: overall branding, strapline and headline messages which underpin everything and are always used.

Level two: simple slogans that sum up each area of action (save energy etc) to be used either together or individually as appropriate

Level three: a menu of actions under each area of action, from which people can choose, which can be varied according to audience, and which can be rolled out at different times as part of an ongoing campaign. The number of actions in each area should be limited to avoid confusion. Currently SWWT is proposing one key action in each area.

Level one

6. Climate Change will have a major impact on people and wildlife
7. Tackling it is urgent: we need to make a real difference in the next 5-10 years if we are to keep warming to 2C
8. Celebrate the people who are already working on positive and creative solutions – and join us today
9. Understand how much carbon you produce and see how you can limit it
10. Together we can build a positive low carbon and wildlife rich future

Level two

5. Save energy
6. Travel Wisely
7. Use local food and goods
8. Save resources

Level three (do ONE thing)

6. Wrap your house up warm
7. Walk when you can
8. Enjoy local seasonal food
9. Make compost at home
10. Garden for wildlife

**Appendix Seven – Dorset Climate Change Coalition Communication Policy
(continued)**

Appendix 2- Segmentation types explained (Adapted from information presented by COIN www.coinet.org.uk)

	Survivor	Traditionalist	Winner	Striver
Type	Overwhelmed by the pressures of life.	Likes things the way they are – defensive. Probably older and right leaning	Enjoying (or aspiring to) social and material success. Probably richer	Concerned about global problems. Driven by internal morality. “Green” Probably better educated. Possible from the faith communities.
Denial tendency	Not happening, not my problem, government will sort it out.	I’m not a green, can’t believe what you read in papers. Don’t take it away!	I’m not a green. I already recycle. Don’t tell me what to do. Don’t take away my toys!	There are bigger problems. It’s too big and hopeless. It’s not me.
Good message	It’s manageable. We can help you to deal with the local impacts. We can help you to save money.	The local impacts threaten your way of life – your garden, your house value. The solutions are known and if we all work together (like in the war?) we can solve it.	It’s threatening everything you’ve worked so hard for. It offers new opportunities and cool things to buy. Smart people are living in the 21 st century and getting respect by changing the way they live. Really smart people can thrive.	This is a major problem and there is a moral calling for us to save polar bears / Bangladesh / the future. We can also create a better world. But the change starts with us.
Bad message	It’s a terrifying global threat requiring huge personal changes.	It’s a global problem requiring huge changes and social transformation	It’s a moral calling. You have to give things up. You can save money.	It’s a local problem. It’s easy. Someone else will sort it out.
Do	Reassure	Make it personal and local	Make it cool and smart	Make it personal and moral
Don’t	Stress threats	Stress Change	Stress sacrifice or saving money	Stress saving money or things you can buy
Example	“You can save money”	“Its our local problem, we can work together to solve it”	“You can be the first to...”	“This affects all other issues...”

**Appendix Seven – Dorset Climate Change Coalition Communication Policy
(continued)**

Appendix 3 – Engaging with deniers

Arguments against taking action on Climate Change and possible Response

ARGUMENT	RESPONSE
Its happened before	So has extinction
Its a revenue raiser	Save money
Its dead and gone	So why give up?
We had vineyards in Roman times	This is climate change not warming.
The science is wrong / CO2 follows temp	What if we are both wrong, if I am wrong we get a cleaner better world, if you are wrong....
Green conspiracy	Emphasise good life in low carbon society
I've done nothing wrong / its not my fault	You are part of the solution
I protect...	That's great....
powerlessness	We're all in this together....
Its like humans breathing, its natural	It may be natural but that doesn't mean its good, we need to consider how to respond.
CND nutters / green wellies	Its now mainstream
Sunspots	There is consensus that climate change is man-made
Its the Russians / Indians / Chinese	We all use their products
Politicians	Politicians need the public to show their concern
Middle class	Working people are likely to be more badly effected; they need to be involved and looking benefits of a low carbon world.
Its good	It may be good in some parts of the world, but not in others.
Returning to the dark ages	Creating a low carbon lifestyle reduces stress, and builds a better world.
I don't know	What can you do?

Appendix Eight – Dorset Climate Change Coalition Leaflets



Why act upon climate change?

Is the climate really changing?
In the South West of England in the last 100 years the average temperature has increased by 0.8°C to 0.9°C (1.4°F) and the sea level has risen by around 15cm (6in).

What causes climate change?
The United Nations Intergovernmental Panel on Climate Change (IPCC) says it is 'very likely' (more than 90%) that human activity is causing global warming. In the last 200 years, as coal, oil and gas have been used the concentration of greenhouse gases in the atmosphere has risen by more than 50%. These gases trap the heat from the sun, enhancing the natural greenhouse effect and warming the earth.

What effect will climate change have in Dorset?

- Rising sea levels will affect towns and villages on the coast and their estuaries.
- Our wildlife will change - the song thrush and stag beetle may die out. www.dorsetwildlife.co.uk
- Storms and flooding will become more common.

We can build a better world. You can be part of the solution!

Climate change is already happening, but if we all take action now we can keep it to less than 2°C. Over one half of Dorset's greenhouse gas emissions are due to home energy use and transport, so:

1. Measure your carbon footprint and see how you can reduce it.
2. Ask friends, colleagues and family to do their bit.
3. Use your influence as a consumer and citizen to effect change.

www.dorsetclimate.org.uk

Calculate your carbon footprint
Win a hamper of local food, worth over £40.
(draw to take place on 15th Feb 2009)

We can all do something to reduce our carbon footprint, so why not measure yours and see what you can do to cut it down.

You can work out the carbon footprint for your **HOUSEHOLD** using this simplified calculator. It is designed to give you an indication of areas where lifestyle changes may reduce your carbon footprint rather than calculate the actual kilograms of carbon your household produces. A number of people have already fitted things like solar panels and have asked how this is taken into account. The answer is that these very positive measures should reduce your reliance on fossil fuels and reduce your energy score accordingly.

Select one answer from each question based on your **WHOLE HOUSEHOLD**:

How many people in your household?

Transport

Distance travelled annually by private car

	Petrol car	Diesel car
• More than 40,000 miles	13	10
• Between 30,000 and 40,000 miles	8	8
• Between 5,000 and 30,000 miles	4	4
• Less than 5,000 miles	3	2
• No car miles	0	0

Distance travelled annually by public transport

• More than 10,000 miles	5
• Between 5,000 and 10,000 miles	3
• 1,000 to 5,000 miles	2
• Less than 1,000 miles	1
• No public transport miles	0

Main Holiday Destination

• Long flight away (rest of the world)	13
• Short flight away (Europe)	5
• Europe (overland) (all car)	3
• Close to home (UK)	2
• None	0

Transport Total

Energy

4 What is your average quarterly gas, coal or oil bill?

• More than £500	20
• Between £300 and £500	15
• Between £100 and £300	9
• Less than £100	3
• None	0

5 What is your average quarterly electric bill?

• More than £500	21
• Between £300 and £500	16
• Between £100 and £300	10
• Less than £100	4

Energy Total

Note: If you have chosen to buy "green tariff" electricity from your electricity supplier reduce your electric score to 0.
"Green tariff" electricity is electricity generated by renewable sources (e.g. wind farm or energy where the investment is paid back via creating more renewable energy). Small tariffs can be by company between 100% and only 10% from renewable energy. Companies that do have made the admirable choice to buy "green tariff" electricity should be encouraged to do so. If you would like to buy "green tariff" ask your energy supplier what they offer.

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Appendix Nine – Dorset Climate Change Coalition presentations given

Date	Presenter	Organisation	Group	No
28.05.08	Simon Thompson	DCA	staff training	28
01/09/2008	Joy Wallis	Club	Oakford Fitzpaine Garden Club	34
03.09.08	Joy Wallis	DWT	B'mouth Airport Lunchtime club	19
17.09.08	Joy Wallis	DWT	Bride Valley Gardening Club	37
24.09.08	Joy Wallis	DWT	Duncliffe Garden Club	35
09.10.08	Joy Wallis	DWT	Sherborne Garden Club	41
13.09.08	Kate Hall	DCC	Osmington	80
31-Jul	Antony Littlechild	DCC	Mapperton	10
08.10.08	Emily Bullock	DCCC	presentation training	7
18.10.08	Emily Bullock	DCCC	presentation training	9
21.03.08	Colin Dewsnap	DCCC	Wimborne Rotary	30
30.03.08	Colin Dewsnap	DCCC	Christchurch Baptist Church	50
16.04.08	Colin Dewsnap	DCCC	Blandford Methodist Church	20
08.07.08	Colin Dewsnap	DCCC	Twynham Probus Club	40
06.08.08	Colin Dewsnap	DCCC	East Dorset Community Partnership	20
27.10.08	Colin Dewsnap	DCCC	RoSPA Advanced Drivers	12
30.10.08	Colin Dewsnap	DCCC	Horton Methodist Church	25
08.11.08	Colin Dewsnap	DCCC	West Dorset Partnership Annual Assembly	32
18.11.08	Colin Dewsnap	DCCC	Verwood Probus Club	40
30.11.08	Rosie Irving	volunteer		22
30.11.08	Irene Statham	volunteer		5
30.11.08	Amanda Cooke	DWT		22
30.11.08	Amanda Cooke	DWT		5
30.11.08	Pip Salmon	volunteer		20
30.11.08	Val Potter	Churches together in Dorset	via 21 people	100
21.01.09	Emily Bullock	DCCC	presentation training	5
24.01.09	Emily Bullock	DCCC	presentation training	10
19.01.09	Prof Nigel Webb	DWT	Talk to North Dorset Area Group	55
26.02.09	Mike Jones	volunteer	Sherborne Environmental Sunrise Conference	100
21.01.09	Mike Jones	volunteer	Thomas Hardy School	30
16.01.09	Mike Jones	volunteer	Sustainable Communities Act meeting Dorchester	400
20.02.09	John Tomblin	volunteer	U3A AGM	100
28.02.09	Brian Kliger	volunteer	conservation volunteers	7
28.02.10	Brian Kliger	volunteer	Homewatch group	14
28.02.09	Jean Coates	Anglican Church rural dean	10 Anglican deaneries	100

TOTAL

1564

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Appendix Ten – Screenshot of Dorset Climate Change Coalition Community Carbon Footprint Reduction Calculator

Carbon calculator															
4	Enter per capita CO2 data in tonnes	tonnes CO2		Total footprint		0									
5	Enter population	people		Target saving		0									
6	Number of households	0 households		Total saving		0									
7	Your community carbon footprint	0 tonnes CO2		Actual % saving		#DIV/0!									
8	Your percentage reduction target	%													
9	Your reduction target in tonnes	0 tonnes CO2													
12		Gas heated properties			Oil heated properties			Electric heated properties			Solid fuel heated properties				
13	Action	Financial saving / £/yr	Carbon dioxide saving / tonnes	Quantity	Financial saving / £/yr	Carbon dioxide saving / tonnes	Quantity	Financial saving / £/yr	Carbon dioxide saving / tonnes	Quantity	Financial saving / £/yr	Carbon dioxide saving / tonnes	Quantity	Carbon dioxide saved / tonnes	If every household took the simple measures in section 1 the following saving would be made, this has not been added into the totals
14	1 - Simple easy actions that everyone can do	no households			no households			no households			no households				
15	Turn the thermostat down by 1°C	50	0.330	0	25	0.379	0	0	0.000	0	0	0.000	0	0.00	0
16	Turn appliances off and avoid standby	30	0.133	0	30	0.133	0	30	0.133	0	30	0.133	0	0.00	0
17	Wash your laundry at 30°C	10	0.045	0	10	0.045	0	10	0.045	0	10	0.045	0	0.00	0
18	Only boil as much water as you need	10	0.029	0	10	0.029	0	10	0.029	0	10	0.029	0	0.00	0
19	Always turn off the lights when you leave a room	10	0.023	0	10	0.023	0	10	0.023	0	10	0.023	0	0.00	0
20	Fit energy saving bulbs throughout your home	40	0.172	0	40	0.172	0	40	0.172	0	40	0.172	0	0.00	0
21															
22	2 - Saving energy in the home (based on three bed semi)	no households			no households			no households			no households			0 TOTAL	
23	Install cavity wall insulation	150	0.808	0	170	0.977	0	260	2.025	0	180	2.048	0	0.00	
24	Install internal wall insulation	360	2.413	0	510	2.903	0	770	6.011	0	530	6.094	0	0.00	
25	Install external wall insulation	380	2.553	0	240	3.069	0	810	6.338	0	560	6.429	0	0.00	
26	Complete internal wall insulation	200	2.877	0	200	2.877	0	400	4.883	0	400	4.883	0	0.00	0 TARGET

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Churches Together in Dorset, Christchurch Community Partnership, da21, Development Education in Dorset, Dorset Community Action, Dorset County Council, Dorset Energy Advice Centre, Dorset Strategic Partnership, Dorset Wildlife Trust, DT11 Forum Community Partnership, Environment Agency, Magdalen Project, North Dorset District Council, West Dorset Partnership, Weymouth and Portland Partnership, with support from Christian Aid, South West Wildlife Trusts, The Co-operative Membership