

**Greening Colden Common  
Campaign Blueprint**

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## 1 INTRODUCTION

As a result of the Next Step village meeting in 1Q2009, three priority areas were identified:-

- **LOCAL FOOD** – obtaining (by various means) food grown locally cuts down the CO<sub>2</sub> footprint associated with food miles, and builds resilience by relying less on the Supermarket infrastructure supply line. In the event of increasing fuel prices, this resilience will serve the community well.
- **COMMUNITY RESILIENCE** – by sharing goods and skills within the community, relationships are formed, and support is built. A community sharing system built on the principles of a library reduces the need for individuals to “buy stuff” when they can borrow it from the community pool. A reduction in “Stuff” within the community results in a lower carbon footprint for the community.
- **RENEWABLE ENERGY PROJECT FOR THE COMMUNITY BUILDINGS**. This is a much longer ambitious aim, but we envision the time when energy supply for schools will become expensive. We believe it is important to ensure the next generation & community centre get the support they need to reduce the impact of scarce energy resources.

Hence, the purpose of this document is to define the near horizon aims & objectives of the Greening Colden Common campaign for 2009 / 2010 and for the longer term.

## 2 LOCAL FOOD PROGRAMME

### 2.1 AIMS

*To encourage Colden Common residents to become self sufficient in vegetables by 2020.*

*To reduce the carbon footprint & embedded energy in the production of locally grown vegetables by 2020.*

### 2.2 PROGRAMME STRUCTURE

There are 3 parts to the programme delivering various benefits in stages:-

- **STAGE 1 – GROWING TOGETHER**. This is an “entry level scheme” for individuals and families that do not have sufficient land to grow vegetables or need more to supplement what they already have.

It is based on a landshare scheme which identifies householders and land owners with land who are willing to allow others to grow vegetables in their garden. This project will be run as a campaign to generate awareness and identify groups of individuals who want to make a start. The action group will act as facilitators and suppliers of materials.

This first step will not achieve the self sufficiency aim, but provides a stepping stone to the next stage.

- **STAGE 2 – COMMUNITY GARDENING**. This is the “Mid Entry Scheme” for individuals, families and groups that want to increase the amount of vegetables that are grown to achieve a greater level of self sufficiency. It requires a dedicated plot of land giving a variety of options such as small plots (allotments), shared plots, and animal plots. This scheme is more inclusive and will include facilities for the disabled.

This project will have a higher probability of members achieving self sufficiency, but is largely dependent on the amount of land available and the take-up from residents i.e. it does not necessarily meet the programme aims.

- **STAGE 3 – COMMUNITY FARMING.** This is a more ambitious project requiring a larger amount of “people power” whom have time available to grow vegetables locally on a larger scale. This requires further investigation and relationship building with local land owners. The aim here is to become self sufficient .

### 3 Community resilience

#### 3.1 AIMS

*“To increase the resilience of the community by reducing the dependency on consumer goods, food, travel”*

*“To reduce the carbon footprint and embedded energy through the sharing of skills and resources within the community”*

This programme is partially satisfied through the Local Food programme since local food production increases the resilience of the community by reducing the dependency of Supermarket produced food and builds relationships between community members. This concept of resilience can be extended by sharing resources – not everyone needs to buy a wheelbarrow (for example) which could be shared between community members.

Sharing resources within the community reduces the number of goods owned by individuals. Hence the embedded energy and carbon footprint that those goods represent is reduced as compared to resources that are not shared.

This altruistic behaviour is based on building new relationships and trust, and is somewhat more difficult to measure.

#### 3.2 PROGRAMME STRUCTURE

- **STAGE 1 – SHARING TOGETHER.** In concept, this is a library system but with the ability of members to add the items that they are willing to share to other members. Members are part of a local community (i.e. there is no point in an individual in New Zealand borrowing a wheelbarrow from someone in Colden Common), and can see everything that is available to lend. Given these changes, the system then acts as a library system with the ability to “time out” a loan. A system exists at [www.traxtuff.com](http://www.traxtuff.com) but is not supported particularly well.
- **STAGE 2 – LOCAL EXCHANGE SCHEME (LETS).** This scheme (see [www.letslinkuk.net](http://www.letslinkuk.net) ) is well defined, but needs further investigation. Again, this would form part of a campaign to identify local skills, recruit and populate a database for Colden Common. We believe that utilising skills locally will become more important as fuel and commodities become more constrained. Reductions in travel, for example, contribute to reducing energy and CO<sub>2</sub>.
- **STAGE 3 – COMMUNITY FOOD CENTRE.** This links into the extension to the Community Centre and provides a central point between food producers and consumers within the village. This is a longer term project.

### 4 RENEWABLE ENERGY PROJECT FOR COMMUNITY BUILDINGS

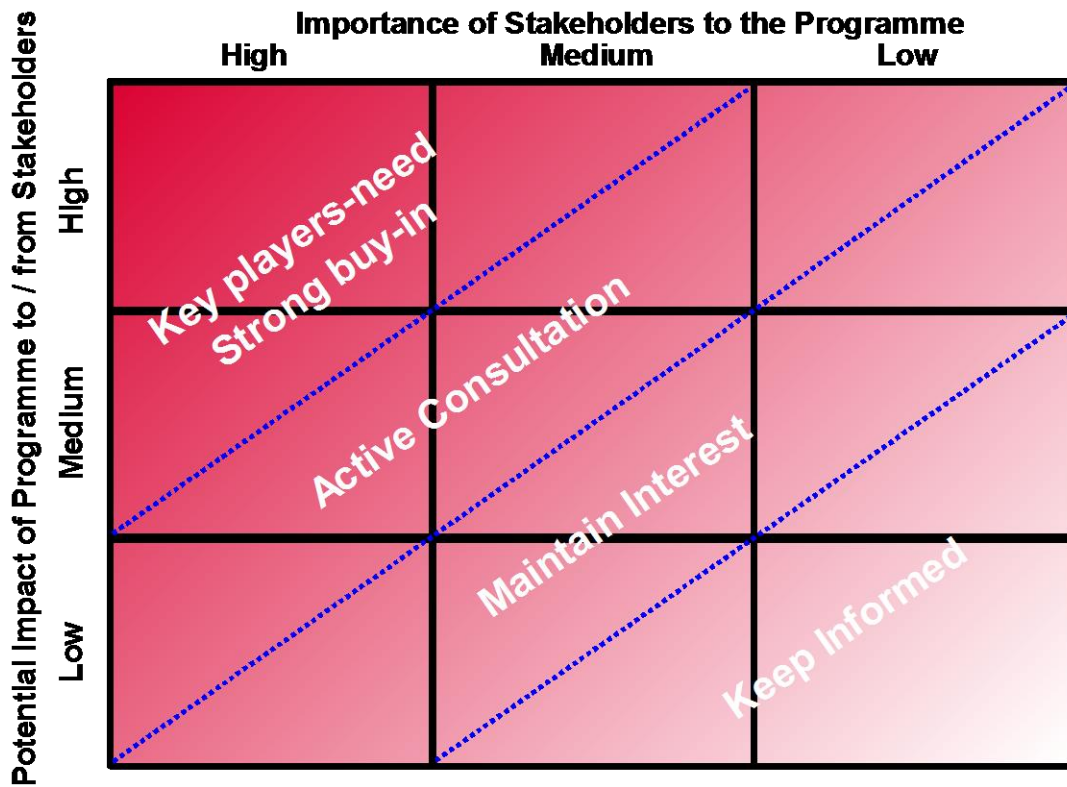
#### 4.1 AIMS

*“To reduce the energy consumption and CO<sub>2</sub> footprint of the Community Centre and School”*

At the time of writing (July 2009) this is a long term project (2010 / 2011) which will involve significant relationship building between the CCCA, Primary School, Parish, City and County Councils. We hope that a lot of experience will be obtained from the GreenHomeDiary.com project that has the same aims for a house.

## 5 COMMUNICATIONS, STAKEHOLDER MANAGEMENT & AWARENESS GENERATION

Caroline & Emily for this bit please.





Stakeholder	Benefits From	Benefits To	Stakeholder Analysis
<b>Local Organisations</b>			
Schools	<ul style="list-style-type: none"> <li>Can reach 75% of the population Parents &amp; Relations</li> <li>Good communication Medium</li> <li>Substantial resources (hall, computers etc)</li> </ul>	<ul style="list-style-type: none"> <li>Increase Awareness of issues</li> <li>Education Vehicle</li> <li>Help school reduce its own energy usage</li> </ul>	Key Player – Need Strong Buy-in
School Association	<ul style="list-style-type: none"> <li>Can provide help with events ?</li> </ul>	<ul style="list-style-type: none"> <li>An additional fund raising event.</li> </ul>	Maintain Interest
Parish Council	<ul style="list-style-type: none"> <li>Funding</li> <li>Support by attending events</li> </ul>	<ul style="list-style-type: none"> <li>Visibility – seen to be doing something.</li> </ul>	Key Player – Need Strong Buy-in
<b>Community Groups</b>			
Churches	<ul style="list-style-type: none"> <li>Support</li> <li>Communications route</li> </ul>	<ul style="list-style-type: none"> <li>In line with their belief</li> </ul>	Maintain Interest
CCCA	<ul style="list-style-type: none"> <li>Support</li> <li>Provision of hall and Community food centre ?</li> <li>Communications route</li> </ul>	<ul style="list-style-type: none"> <li>Help centre reduce energy &amp; CO2 footprint</li> </ul>	Active consultation.
Allotment	<ul style="list-style-type: none"> <li>Key to local food strategy.</li> <li>Need their support.</li> <li>Have expertise that could help</li> <li>Possibly help with fund raising.</li> </ul>	<ul style="list-style-type: none"> <li>Assist with backlog.</li> <li>Possible increase of allotment land.</li> </ul>	Key Player – Need Strong Buy-in
Gardening Club	<ul style="list-style-type: none"> <li>Close linkage with allotment</li> <li>Support required</li> <li>Have expertise that could help.</li> </ul>	<ul style="list-style-type: none"> <li>Help keep club's vitality</li> </ul>	Active consultation.
Scouts	<ul style="list-style-type: none"> <li>Can provide help with projects.</li> <li>Communications route.</li> </ul>	<ul style="list-style-type: none"> <li>Educational</li> <li>Increase awareness of issues</li> </ul>	Maintain Interest
WI	<ul style="list-style-type: none"> <li>Important part of the community – older age group.</li> <li>Could provide resources / help.</li> </ul>	<ul style="list-style-type: none"> <li>Linkage through Gardening Together scheme.</li> </ul>	Maintain Interest. For project: Key Player – Need Strong Buy-in
Twinning	<ul style="list-style-type: none"> <li>Support</li> </ul>	<ul style="list-style-type: none"> <li>Limited</li> </ul>	Keep informed
Drama Group	<ul style="list-style-type: none"> <li>Support</li> </ul>	<ul style="list-style-type: none"> <li>Limited</li> </ul>	Keep informed
<b>Local Business</b>			
Pub (Pub Quiz)	<ul style="list-style-type: none"> <li>Meeting place</li> </ul>	<ul style="list-style-type: none"> <li>Help with Co2 &amp; energy footprint reduction.</li> </ul>	
Co-op	<ul style="list-style-type: none"> <li>Funding</li> <li>Support</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	
Brambridge Stores	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	

Brambridge Garden Centre	•	•	
Other Local Shops	•	•	
Environment Agency	•	•	
Farmers	•	•	
External Community Group / Programmes / Campaigns			
Other Greening Campaigns	•	•	
Transition Towns	•	•	
External Organisations			
Greening Central	•	•	
Winchester City Council	•	•	
WinACC	•	•	
	•	•	



## 6 LOCAL FOOD PROJECTS

### 6.1 STAGE 1 – GROWING TOGETHER

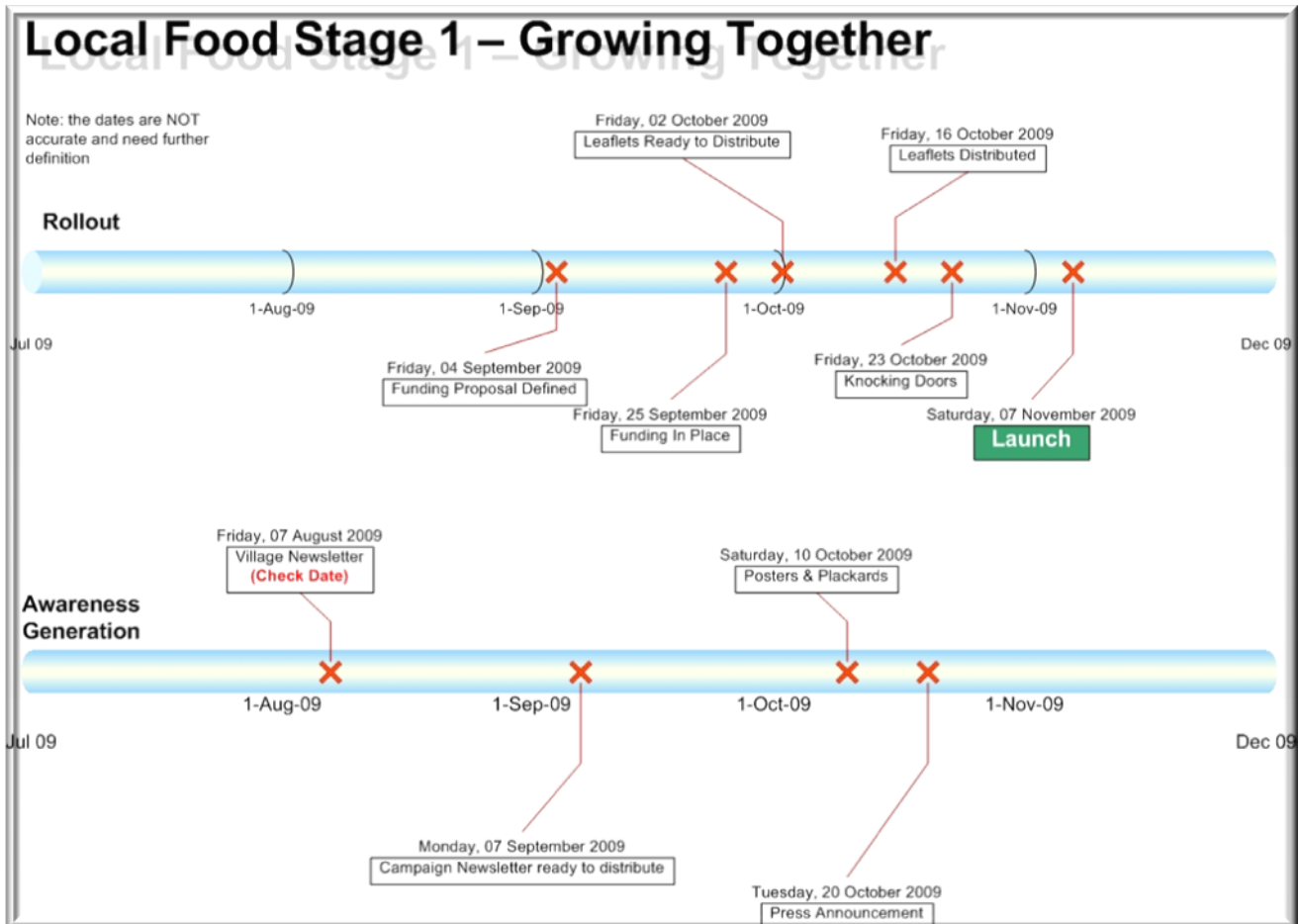
#### 6.1.1 OBJECTIVES

- Encourage 100 people to grow their own vegetables for a garden share scheme.
- Help build relationships with older and younger generations within the village.
- Make it easy for people to start.

#### 6.1.2 ACTION PLAN

1. Estimate funding requirement.
2. Get advice from Fresh Ideas group – pitfalls etc.
3. Provision of equipment, seeds – a starter pack ?
4. Define key milestones (See below)
5. Interlock with Gardening Club and Allotment Group – explain plan.
6. Identify and inform other key stakeholders.
7. Define success indicators (for feedback to funders).
8. Produce funding bid and apply for funding.
9. Edit & produce leaflet requesting interest – giving & receiving + launch date.
10. Define rules & agreement
11. Produce document for signature between interest parties.
12. Distribute leaflet.
13. Contact individuals in allotment backlog.
14. Knock on doors.
15. Produce publicity.
  - 15.1. Posters for Bus Stops
  - 15.2. Poster Boards
  - 15.3. News Paper
  - 15.4. Village Newsletter
  - 15.5. Press Announcement.
16. Distribute Publicity.
17. Book Hall for meeting.
18. Hold Meeting.

6.1.3 MILSTONES



6.1.4 INHIBITORS / RISKS & OPPORTUNITIES

Inhibitor, Risk, Opportunity	Prob	Impact	Response
1 Insufficient funding	High	High	Mitigate: Start early on raising funding;
2 Lack of interest	Low	High	Mitigate: Get publicity in place early & maximise Accept: Abandon project
3 Legal problems	Med	High	Mitigate: Engage some free skill to investigate further.
4			
5			
6			
7			

6.1.5 SUCCESS FACTORS

These are measurables to feedback to the funders to indicate the success of the project and the benefit it has brought.

- Over subscribed
- (more required here).

## 6.2 STAGE 2 – COMMUNITY GARDENING

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### 6.2.1 OBJECTIVES

- To encourage x people to increase their self sufficiency in vegetables. (x is dependant on the amount of land available).
- For y% of x people to become totally self sufficient in vegetables.
- Ensure that the project is self sustaining.

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### 6.2.2 ACTION PLAN

1. Investigate similar schemes and how they work.
2. Refine this action plan as appropriate.
3. Identify Areas of land that could be leased.
4. Calculate plot sizes to define “x”.
5. Define campaign.
6. Recruit “x” people.

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### 6.2.3 MILESTONES

TBD

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### 6.2.4 INHIBITORS / RISKS & OPPORTUNITIES

TBD

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### 6.2.5 SUCCESS FACTORS

TBD

## 7 COMMUNITY RESILIENCE PROJECTS

### 7.1 Stage 1 – Sharing Together

#### 7.1.1 OBJECTIVES

- Establish a web based mechanism that enables a local community to share their resources.
- Recruit 50 people into the scheme.
- Establish new relationships within the community.

#### 7.1.2 ACTION PLAN

1. Define specification (based on a simple library system).
2. Does anything already exist ?
3. Produce software development plan.
4. Implement and test.
5. Provide hosting system.
6. Define campaign (ride on the back of an existing one if done in time).
7. Identify and inform other key stakeholders.
8. Define success indicators (for feedback to funders).
9. Produce funding bid and apply for funding.
10. Edit & produce leaflet requesting interest + launch date.
11. Define rules & agreement
12. Distribute leaflet.
13. Contact individuals in allotment backlog.
14. Knock on doors.
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