



Staveley Great Big Green Week 18th to 26th September 2021 REPORT



'Green library' - Saturday 18th September 2021 @ Jack's Corner, Staveley





1.0 Introduction

SENS was formed in November 2007 to promote sustainability action in the village, by looking at ways to reduce home energy use, promote cycling and walking, develop renewable technologies and raise awareness of and take action on climate change. See: http://www.sustainablestaveley.org.uk/

The SENS committee organised a series of events to celebrate Great Big Green Week (GBGW) 2021. We were very grateful to receive £480 of funding from the National Lottery Community Fund /Zero Carbon Cumbria towards the costs of holding the events, plus a 'legacy' item – a community noticeboard for Jack's Corner, our relatively new public space in the centre of the village, and the 'centre point' for GBGW activities.

All the events were run by local volunteers, including SENS members.

2.0 Aims and Objectives

Staveley Great Big Green Week 2021 aimed to:

- forge closer relationships with Cumbria Wildlife Trust and South Cumbria Rivers Trust with a view to working with them going forward on other projects, including SENS ongoing Save the River Kent campaign
- forge closer relationships with businesses and engage them in sustainability issues as we encourage them to get involved with the week and promote their own 'green' activities
- raise awareness across Staveley, Ings and Kentmere residents about sustainability and climate change (including those that don't get directly involved with the event) in fun, practical events and competitions
- strengthen our relationship with the Parish Council by supporting their Community Plan to promote biodiversity and sustainability locally
- Undertake practical tasks including 2 litter picks
- Inform participants in more depth about green issues through engagement with the events about energy efficiency, green film shows, river dipping event
- Launch a Seed Bank for Staveley, in partnership with Cumbria Wildlife Trust
- Launch a week long Bio-blitz, in partnership with Cumbria Wildlife Trust
- Generate support / funding for SENS and recruit more volunteers and members
- Promote results from a Staveley weather station (collecting data since 1984) and continue to host weekly updates of weather on SENS website on an ongoing basis
- Run a competition to raise awareness of climate change issues, and gather evidence from parish residents/businesses about their views on climate change which we will share with the Parish Council
- Hold a 'washup' evaluation session with SCRT, CWT and produce a mini report on the success of the event, based on discussions with Lake District National Park Partnership





Management Plan co-ordinators, as a potential case study example of how a community can co-ordinate / deliver events and benefit from the engagement process

• Install a Community noticeboard at Jacks Corner (public space in centre of village)

3.0 Programme of Events

The full programme of events was publicised via: http://www.sustainablestaveley.org.uk/greenweek/



WEEK LONG EVENTS

There were a series of events that were on-going throughout the week including:





A Staveley Bio-Blitz, organised by Cumbria Wildlife Trust:



The launch of a **Staveley Seed Bank**, organised by Cumbria Wildlife Trust:



A Seed & Plant Swap, organised by The Big Onion Community Stall:











DAILY PROGRAMME OF EVENTS

There were a series of events each day throughout the week including:

Saturday 18th September

A local Litter Pick and an Information Stand.









All the equipment for the litter pick (apart from gloves due to Covid guidelines) was provided enthusiastically by SLDC, which is keen to support local initiatives to keep streets clean.

The stand included:

- Free refreshments, provided by the Women's Institute, and fruit provided by FoodShare
- A 'green' book library with a selection of reference books for both adults and children
- A 'SENS' information section, including mailing list sign-up sheet, campaign sign-up sheets (for Save The Kent River campaign, and a Traffic Management campaign)
- Leaflets produced by SENS for Staveley households including a Climate Change leaflet with a current survey (prize draw), and copies of an Action for Nature leaflet that was distributed last year around the village.
- A series of 'green ribbon' pledges that were tied to the tree in Jack's Corner
- A general information and advice section with Cumbria Wildlife Trust & South
 Cumbria Rivers Trust, Energy Efficiency, Composting leaflets and much more advice.
- COP 26 leaflets and a sheet explaining what COP26 is and what one can do.
- A display showing Staveley rainfall data from the last 20 years, collected in a weather station run by former Staveley resident.
- An activity corner for children including colouring sheets about energy use, moth making kits (for COP 26 initiative)
- Plus: Risk assessments, hand sanitisers, stationary etc.

















Sunday 19th September

A 'Green' Film show including local Staveley & Cumbria films, supported by Staveley's Samba band.







Monday 20th September

Cumbria Wildlife Trust was @ Jack's Corner to talk about the Seed Bank project (see poster above in WEEK LONG EVENTS).



Tuesday 21st September

Cumbria Wildlife Trust was @ Jack's Corner agakn to talk about the Seed Bank project (see poster above in WEEK LONG EVENTS).

There was also a local walk around Staveley's woods and allotments.

And an evening talk about making one's home more energy efficient.











Wednesday 22nd September

In the afternoon there was a River Dipping Session run by South Cumbria Rivers Trust. And that evening a second 'Green' Film show with films about climate change issues











Thursday 23rd September

There was a second litter pick / walk up Kentmere. This was not well attended (just 3 people in total) but there were expressions of support on the Staveley Facebook pages! In addition to the bag of litter and various large plastic items, a can from 1987 was found in the verge!







Friday 24th September

There was another Information Stand session (see Saturday 18th Sept entry). Unfortunately the weather wasn't great (drizzle all morning) but the conversations that were had were useful, including a lady that wanted to completely redesign her garden to be wildlife friendly! And a few more moths for the COP27 tree in Glasgow were produced, plus lots of cake was eaten (thanks to the WI volunteers).









4.0 Impact of Staveley GBGW

SENS completed the evaluation report provided centrally by Great Big Green Week.

The table below shows the <u>estimated</u> number of participants and volunteers that attended events over the course of the week:

Date	Event	Number of	Number of
		Participants	Volunteers
18th September	Litter Pick	10	3
18th September	Information Stand	50	8
19th September	Film Show	20	5
20th September	CWT stand	30	1
21st September	CWT stand	18	1
21st September	Guided Walk	5	1
21st September	Energy Efficiency talk	10	5
22nd September	River Dipping	13	3
22nd September	Film show	6	2
23rd September	Litter Pick	3	1
24th September	Information Stand	10	5
ALL WEEK	Plant & Seed Swap	15	2
ON-GOING / Signups	Bio-blitz project	5	1
ON-GOING / Signups	Seedbank project	10	1
TOTALS		205	39

There were 26 'green' pledges made, including:

- "I've heard of a plug that plugs into a socket near to your junction box (and saves lots of energy). Has anyone any info on this please?" This lady said she was not even sure if these devices are legal, but that her husband said it was something to do with "dirty energy"
- "We hope that Staveley businesses can work together to sell less plastic and be more ecologically aware"
- I pledge to do "less driving- more walking, and using drying clothes horses instead of dryer
- "I will take shorter showers"
- "I'm happy to join SENS group" Claire
- "The Ecocide group is trying to pass a law to enforce (penalties against companies who cause?) environmental damage "
- "Plant more trees and greenery". This lady was particularly disappointed that there is only one tree planted on Jack's Corner.





- "Could we please have someone telling us about the research and pros and cons of electric cars!"
- "Mealbank pollinator garden- The fine people of Mealbank have planted wild, native pollinator flowers in a bit of rundown lawn. It looked spectacular by the end of summer and had lots of butterflies and bees. We also have hedgehog warning signs"
- (Stop) "people who leave their (car) engines running" (while waiting)



Feedback received from the events included:

- Lots of Likes, Shares of the Facebook posts
- Film show, 19th September:
 - o It was a really lovely evening and clearly well organised.
 - Last night was great, I love to live and be part of Staveley.
 - The film sesh on Sunday was great
- Led walk, 21st September:
 - We had a great time, and Anne was a great guide
- River Dipping, 22nd September:
 - o Thanks very much. Was lovely!

Number of people made aware of GBGW events and aims:

- Radio Cumbria listeners (5.30pm drive time show)
- Visitors to Staveley
- Local Residents posters on street / Facebook posts





Number of people who signed up to:

- 1. Join SENS mailing list 12
- 2. Protect the River Kent campaign 17
- 3. Traffic Management campaign 9

Number of local organisations and businesses involved/supporting GBGW:

- About 20 local businesses agreed to display posters
- Hawkshead Brewery arranged to supply power for the film shows
- More Bakery allowed us use of their outdoor seating for the film shows
- Brockbank Ltd. Gave us permission to run the film shows in the ginnel
- The Big Onion organised the Seed and Plant Swap
- The Women's Institute members provided lots of cakes/biscuits for events
- South Cumbria Rivers Trust organised an event and provided information for stands
- Cumbria Wildlife Trust organised several activities and provided information for stands
- Local experts/residents (Anne/Diane/Isobel/James) volunteered their time to lead walks, litter picks and talks
- SENS members volunteered to help with set-up, manning and packing away of events, as well as compering / leading events.
- Staveley School helped to publicise the events to all their parents
- First Aid Cumbria lent us their projector/slide screen
- Staveley Samba band came and played for us at the first film show
- Parish Council gave permission to use Jack's Corner to display information and hold events
- Gazebo loaned by local resident
- SID Designs, a local printer, took on the time-consuming job of printing a small quantity of posters for SENS because it was a local event although not part of their normal work.
- 2 local residents shared their weather station information with us for display
- South Lakeland District Council loaned us litter picking equipment (pickers, hoops, vests, bags)







Women's Institute stand of free, delicious refreshments!

4.0 General Observations & Learnings

- Overall, whilst we were not short of ideas to attract different types of people (films, displays, activities) the average attendance for events was disappointingly low. SENS need to think more about how to effectively publicise events in the future see section below.
- There was a significant amount of community support for the event, which hopefully has resulted in closer links with and awareness of SENS, and support for local 'green' actions
- GBGW has proved the value of having a public space in a village through demonstrating how it could successfully host local events
- It has been an opportunity to forge closer links with local partners in particular Cumbria Wildlife Trust and South Cumbria Rivers Trust. Will be continuing to work with them on the Bio-blitz, Seedbank projects, as well as our Protect the River Kent campaign, and more River Dipping sessions.
- It has reinforced the impression in residents, businesses and visitors minds that Staveley
 is a lively, resilient community that can work together to make things happen positivity
 that may influence individual/business behaviour for the greater good of the
 community.
- It felt important to have some element of legacy ie. the community noticeboard, BioBlitz, Seedbank. The legacy activities also provide a useful opportunity to engage with people post Great Big Green Week to continue the conversations.





- There might have been a few too many events in the end some overlap between the two film shows meant that attendance for the second showing was very low.
- There was general interest expressed in having more face-to-face SENS meetings and events, including more River Dipping sessions a great opportunity to take forward and continue conversations/engagement.
- It was considered important that holding events like these must not just be seen as
 volunteers doing things for free or cheaply in communities. It is important to ensure that
 the work that volunteers do locally is linked in with wider initiatives, partnerships at a
 strategic level so that the profile and credibility of the messaging continues to grow,
 both locally and wider afield.
- It is important to continue to explore ways for local people and organisations to take action ...which is more structural. Getting the messages is right but perhaps providing the right options/avenues for engagement needs to be priority going forward.
- Shelley Barlow, organiser of the Staveley Carnivals and other events said that she would like to get involved next year if we run another week.

Thoughts on Information Stand

- At both Information Stand events there was a great atmosphere everyone who came was very engaged and there were some useful discussions.
- The stalls were impressive loads of stuff and wonderful cakes, thanks to the Women's Institute
- Footfall seemed low even when the weather improved the action seemed to be round More, Hawkshead and Wilf's (although perhaps they were visitors rather than locals) although using Jack's Corner was definitely the right place to showcase the community public space too.
- Not sure how many of those that came to the stand weren't already 'climate aware'
- It was difficult to really engage people in COP 26 without sounding like you were 'preaching' which might have been a turn-off.
- There was lots of information about all sorts of areas wildlife, energy, COP26 etc. Some
 of the issues, such as the Save the Kent Campaign and the Traffic Management
 Campaign might have got a bit 'lost' in all the different leaflets / papers
- It was really important for people helping at the stand to ask people what concerns them start from where they are and not from one's own position.
- It was hard work getting people to write anything as a 'green pledge'. Maybe a comments box and a prize draw would help next time.





Thoughts on the River Dipping Session, from South Cumbria Rivers Trust:

"Really happy to have been involved with the Green Week and yes to another session early summer next year. Sometimes it's about quality rather than quantity so although there wasn't a big attendance those that came got lots out of it and there were some good conversations about rivers too. As you say a weekend day would probably be better, given how many things children seem to be involved in with after school activities". (SCRT could only manage a weekday due to Torchlight commitments at the weekend)

Thoughts on Promotion and Publicity

- It worked well to ask other local organisations/businesses to promote GBGW events directly to their own audiences. For instance, the school sent out information direct to all parents.
- It might have been worth also having some simple handouts with website details so people could take home and look up events in their own time
- Maybe SENS needs to collect and use mobile phone numbers and use this way to inform/remind people of events in future – more direct
- Whilst the posters were relatively eye-catching and were put up in many places around
 the village and surrounding villages perhaps, as a way of communicating with people
 they are becoming less 'current'. It might be worth doing a survey of SENS members
 about what they feel are the most effective ways to communicate with Staveley going
 forward.

4.0 PR and Communications

- The events were publicised via a dedicated GBGW page on SENS website: http://www.sustainablestaveley.org.uk/greenweek/
- SENS also issued a press release to local media and local businesses:
 http://www.sustainablestaveley.org.uk/wp-content/uploads/2021/09/PRESS-RELEASE-STAVELEY-CELEBRATES-GREAT-BIG-GREEN-WEEK-Sept-18-26.FINAL .docx
- SENS were interviewed on 21st September for a short 'drive time' slot for BBC Radio Cumbria.
- Daily posts, before and during GBGW, were put on local social media pages including <u>SustainableStaveley</u>, <u>Staveley Community Noticeboard</u> and <u>Staveley Past and Present</u> Facebook sites.





- A series of posters were designed, printed locally (A3 & A4 versions), and put up around Staveley and nearby communities including Ings, Kentmere & Burneside including:
- A general overview poster plus a more detailed poster for each event (downloadable from: http://www.sustainablestaveley.org.uk/greenweek/)



6.0 FINANCES

SENS also received cash donations of £14.57. £9 of this has been spent on the purchase of Spring bulbs for the planters in Jack's Corner. £5.57 will be put towards future costs associated with the Protect the Kent campaign.

7.0 NEXT STEPS

- Once the report has been finalised it will be shared with the Parish Council and SENS members.
- SENS will organise a 'washup' meeting with Cumbria Rivers Trust, Cumbria Wildlife Trust to explore how the events went, and what further partnership work can take place.
- SENS will also share a copy of the final report with the Lake District National Park
 Partnership, showcasing SENS management of Great Big Green Week as a case study of
 how communities can take action and organise events/community engagement locally.





APPENDICES

A. SENS COP 26 leaflet









COP26 WILL BRING THE WORLD TOGETHER IN GLASGOW TO STRENGTHEN THE GLOBAL COMMITMENT TO SAVE OUR PLANET BEFORE IT IS TOO LATE.

Global leaders will be asked to:

- 1. Come forward with ambitious 2030 emissions reductions targets to reach carbon net zero by 2050.
- 2. Work together to enable and encourage countries affected by climate change to:
 - protect and restore ecosystems
 - build defences, warning systems and resilient infrastructure and agriculture to avoid loss of homes, livelihoods and even lives
- 3. Make good on their promise to mobilise at least \$100bn in climate finance per year by 2020.
- 4. Agree how they will work together to rise to the challenges of the climate crisis.

WHAT CAN I DO IN THE RUN UP TO COP26?

- 1 Join SENS the Sustainability and Energy Network for Staveley (see over the page).
- 2 Learn more about COP26 and share this with your family and friends and contacts: https://ukcop26.org/
- Write to Boris Johnson https://email.number10.gov.uk/ and Alok Sharma (President of COP26)

 alok.sharma.mp@parliament.uk telling them what the UK needs to do, for example:
 - encourage investment in renewables, green energy and high tech jobs for the future
 - accelerate the phase-out of fossil fuels
 - stop deforestation, restore natural habitats
 - speed up the switch to electric vehicles
- 4 Sign the petition against the proposal for a new coal mine in Whitehaven https://act.friendsoftheearth.uk/petition/stop-plans-coal-mine-cumbria
- 5 Donate to and/or join groups which are campaigning for carbon net zero and green jobs as alternatives to 'dirty' ones eg Friends of the Earth, Green Peace.
- 6 Support local groups which are working to protect Cumbria's future including Cumbria Wildlife Trust, South Cumbria Rivers Trust.
- 7 And carry on doing what you're probably already doing to reduce your carbon footprint. For example, eating local food; travelling on foot or by bike or by public transport; insulating your home; using less "stuff"; planting flowers which are bee and insect friendly.







SENS: Sustainability and Energy Network for Staveley

SENS was formed in November 2007 to promote sustainability action in the village, by looking at ways to reduce home energy use, explore the potential for local hydro-electric schemes, promote cycling and walking, develop renewable technologies and raise awareness of and take action on climate change.

2015 floods brought (climate) chaos to our village, and since then we have seen episodes of extreme weather each year.

SENS has a website, a newsletter and a Facebook page. We run events and campaigns, undertake research, publish leaflets, and provide green "case studies" about sustainability, climate resilience and biodiversity. Here are three examples of our current work:

1 Active Travel

SENS carried out an Active Travel survey in August 2020. People told us how much they valued being able to walk and cycle around the parish. They also emphasised the need for affordable and reliable public transport, as well as better management of traffic and parking in the villages. We agreed that the top priority was a participatory mapping exercise to prioritise key walking/cycling "desire lines" around the village, identifying any works required to create safe and accessible routes. This would also help create public spaces in which people can meet, socialise and relax. This will be taken forward within the Community Plan.

2 Protecting the River Kent

Staveley was badly flooded in 2015 (Storm Desmond). Heavy rain can result in wastewater including raw sewage being discharged into the village streets; this happens around 10 times each year, and SENS is campaigning for action in the upper Kent valley to reduce the risk of flooding. At the same time the parish council discovered that, in addition to the occasional problems with flooding, untreated wastewater and sewage was being discharged into the River Kent on average almost once a day. This is an obvious health hazard, but is also responsible for significant fish kills. SENS has established a new group with groups along the river to "Protect the Kent".

3 Community Plan 2021

SENS is a group of interested locals which work within as well as outside the system. Staveley with Ings Parish Council has developed a new Community Plan over the last 12 months and SENS members have been able to ensure that one of its five values is to "respond to the climate emergency, placing an emphasis on creating and nurturing a sustainable environment." SENS is committed to working with the community to put the Plan into practice, and is already taking the lead on promoting biodiversity.

Please sign up to our newsletter and come and join us - http://www.sustainablestaveley.org.uk/





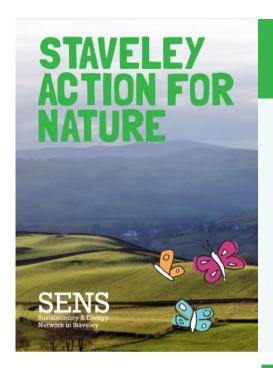
B. SENS LEAFLETS - Climate Aware Household/Action for Nature











A checklist for wildlife-friendly gardens

You don't have to join - just join in

How wildlife friendly is your garden?

How many boxes can you tick?

- Nector-rich flowers from spring to autumn (look for the RHS Perfect for pollinators logo on plants and seed packets).
- Seed heads and berries left through the winter.
- Dead wood, log pile, stone pile, dead leaves.
- Fruit trees, berry-bearing shrubs, climbing plants on wall, fence or trellis (og hy, honeysuckle, clematis) to provide food, shelter and nesting sites.
- Some lawn left to grow long for wild flowers.
- A way for hedgehous to move in and out of your garden.
- Wildlife pond or sunk container, however small.
- A bird bath.
- Compost heap, compost bin or wormery.
- Rainwater butt.
- Compost which is peat-free.
- A chemical-free garden ie no pesticides, weed killer or non-organic slug pellets.



More Ways To Help Wildlife



- 1. Make your own butterfly feeder
- 2. Build your own pond
- 3. How to make a new build garden for wildlife
- 4. Make your own compost



- Prow a flower on your card and colour it in with bright colours, then cut it out
 Stick a plastic bottle top in the centre
 Use sellotape to stick the strow or come onto the back of the flower, and stand it in the pot of soil

- 4. Mix the sugar with some water and soak the cotton wool in the solution 5. Put cotton wool inside bottle top

FURTHER INFORMATION/ADVICE

Check out the following websites for lots of expert advice and suggestions:

- Cumbria Wildlife Trust

- Butterfly Conservation UK
 Royal Horticultural Society (RHS)
 Royal Society for the Protection of Birds (RSPB)
- The Woodland Trust

GET INVOLVED

SENS would like to set up a working group to explore how we can help protect Staveley's biodiversity. If you are interested in finding out more do get in touch!

Email: senstaveley@gmail.com

PLEASE CAN YOU HELP

We are inviting you to contribute to an active travel plan for Staveley. What are your priorities? What would you like to change?

The first phase is a short survey - here is the link - https://tinyur.com/y82543uc Or if you prefer pen and paper - a copy of the survey is enclosed with this leaflet.

Please return by 21st August. Thank you very much for your help!





