



ALTON CLIMATE ACTION NETWORK

APPLICATION TO ALTON TOWN COUNCIL FOR NEIGHBOURHOOD CIL

SUMMARY: “ECO-STREETS WELCOMES YOU” COMMUNITY ENGAGEMENT PROJECT

The project will deploy a group of ACAN volunteers to help to address the demands that new housing places on (non-buildings) social infrastructure (i.e. the social networks that hold communities together), through engaging with residents on environmental and social issues, supported by consultancy offering expertise and experience in community engagement. This outreach project will help to integrate new residents (approx. 1,500 households on the various new estates listed at Q6 in the application form) into the Alton community, making them aware of all that is offered at the Community Centre, the Library, The Maltings etc., and the huge amount of information available online.

The project will particularly endeavour to reach older people, young mothers at home and minority groups, who may especially benefit from direct engagement

Commencing at Easter 2023, one estate will be selected for an initial 3 months of in-person engagement, followed by at least three others over the 12 months of the project. NB Workshops and social media engagement will be offered to all the estates simultaneously.

ACAN has already leafleted approx. 1,000 households on the new estates earlier this year with its “ACAN and its groups” flyer. Our experience with our Eco-Streets project in Whitedown (see below), is that a single leafleting exercise is unlikely to be noticed by most residents, and that multiple communication methods need to be used over a sustained period of time to develop recognition.

Visual examples from the Eco-Streets project of flyers, leaflets, workshops and social media posts follow this text. **As this material already exists, it can be easily adapted for the new estates, offering a very cost-effective project.**

Developed from ACAN’s experience with its innovative Eco-Streets project in Whitedown ward, the one-year project will include the following stages:

1. Initial engagement: identification of key supporters, on the targeted estate, engagement with the local councillors and with any residents’ association, and interaction with people at focal points for the community such as playgrounds
2. A neighbourhood sample survey (conducted door-to-door) which provides baseline data but even more importantly an opportunity to offer people information on the services delivered by ACAN’s groups (Repair Café, Community Share, Energy Alton, ALFI, Community Cupboard, Young ACAN etc., information on recycling etc.). A particular focus will be on promoting awareness of the Alton Energy Advice Café.
3. At least one family-friendly event held on the estate over the summer season
4. Offer of workshops (for examples, please see the following page; a recent addition is “dog-walking for the climate” – conversation about the environment whilst dog-walking)

5. Ongoing leafleting and Facebook and Instagram campaigns
6. Identification of and support for community or street leaders who can act as champions for social and environmental advice in their immediate areas.
7. Identification of a site for and consultation with residents on a neighbourhood wildflower meadow (EHDC or HCC licence to be obtained).
8. Ongoing conversations with residents whilst “out and about” on project business. These informal chats are a very important means of spreading the word, providing information and support.

COSTING FOR “ECO-STREETS WELCOMES YOU” NEW ESTATES PROJECT

All costs are based on ACAN’s current Eco-Streets Project

£9,000	Consultancy to support volunteers with the development of (non-buildings) social infrastructure as described above (Easter 2023-Easter 2024)
£1,000	Printing of flyers (design is by the consultant or volunteers); mix of colour and some black and white to reduce costs
£816	6 x HCC cultivation licences for wildflower verges (£136 each)
£3,000	6 x street parties on the new estates, especially portable toilets (required by ATC)
£4,500	6 x noticeboards @ £750 each to provide information for each estate
£18,316	TOTAL

See the following pages for visual examples of flyers, leaflets, workshops and social media posts, developed for Eco-Streets in Whitedown and available for adaptation for this project.

Workshops



Social Media (examples for different approaches)



Examples of leaflets and flyers

FAIR ON BUTTS GREEN
11AM - 4PM
SAT JULY 23RD

Get to know the Eco Streets project and help shape our work!

Enjoy yummy coffee and cakes by **ACORNS** (11.00-1.00)

Get your face painted for FREE

Listen to some local bands

Play games and win prizes

Remember to be kind to the planet

Have fun!!

Find out about community projects tackling climate change which can help you save money!

Many thanks to Anami & Madeline of Butts Primary School for the drawings!

Follow us on FB or IG @ecostreetsalton
Contact us at ecostreetsalton@gmail.com

FAIR ON THE BUTTS GREEN
SAT DAY 23rd July
11AM-4PM

JOIN US FOR A FUN DAY OUT ON BUTTS GREEN

FREE FAMILY-FRIENDLY ACTIVITIES

COFFEE & CAKES BY ACORNS

Remember to be kind to the planet

Activities
- Music
- Games
- Free-face Painting
- Community by - And more

Many thanks to Madeline Anami, Mia Anami, Madeline & Mia of Butts Primary School for the drawings!

SURVEY RESULTS

- 97%** OF YOU* FIND THE TOPIC CLIMATE CRISIS VERY (66%) OR QUITE (31%) IMPORTANT.
- 80%** OF YOU BELIEVE THE CLIMATE CRISIS WILL AFFECT YOU OR YOUR FAMILY PERSONALLY
- 83%** OF YOU AGREE THAT RADICAL CHANGES ARE NECESSARY TO TACKLE THE CLIMATE CRISIS
- 92%** THINK THAT THE COMMUNITY ACTING TOGETHER CAN MAKE A POSITIVE IMPACT
- 76%** OF YOU GARDEN FOR WILDLIFE

*WE SURVEYED A QUARTER OF ALL HOUSEHOLDS IN THE WHITTEDOWN WARD

Merry & sustainable Christmas!

To find out more about how to make your Christmas eco-friendly follow the QR Code

Follow @ecostreetsalton on Instagram and Facebook for more seasonal eco-tips, free workshops and ideas on how to get active for the planet locally!

Contact us at ecostreetsalton@gmail.com

new year - new (eco-)me!

Make 2023 the year to introduce the new, planet-friendly you (or to become even more planet-friendly than you already are)! Here are some simple and super effective ways to make a positive impact on the world around you. For more ideas follow the QR Code below!

- Eat less meat**, start with one or two meat-free days a week and up your game when you feel comfortable. If you buy meat, buy from local farmers.
- Buy nothing** - try it for as long as you can. A week, a month, a year. Except for food obviously.
- Get outside more** - spending 30 minutes a day in nature can reduce stress monumentally. Commit to it. It will give you such an appreciation of nature.
- Switch to recycled toilet paper** - The average adult will use 354 trees-worth of toilet roll in their lifetime and overall, roughly 10 million trees are cut down for toilet paper each year.
- Get involved!** Alton has many groups you can join: from litter picking to gardening, from tackling food waste to cycling! Find out more: <https://altonclimatenetwork.org.uk>

Follow us on Instagram and Facebook @ecostreetsalton for free workshops and activities in your community!

WHAT IS IT?

A community-based approach to reduce the local negative environmental footprint...
...and to increase the **POSITIVE** environmental handprint

TOGETHER we'll figure out which topics are especially important to the community

There'll be **FUN** workshops for kids and adults!

And what we can do locally to fight climate change

Watch out for a street party this summer to introduce the project!

TOGETHER WE CAN!

It's time to **GO!**

Want to know more? Get in touch: ecostreetsalton@gmail.com