



## **Brighton and Hove 10:10 Campaign Progress report**

### **Pioneer Update**

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To encourage support from all areas of Brighton and Hove's diverse community it was essential to recruit Pioneers from different strands; Health, Education, Business, Third Sector & Charities, Large Organisations, Arts & Culture and Communities & Streets. As groups of the community respond differently to different types of campaigning, Brighton and Hove 10:10 encouraged early adopters or Pioneers within the strands to create action plans to engage with their peers.

We've been incredibly lucky to have an enthusiastic, creative and motivated group of Pioneers, who have been giving their time voluntarily throughout the year, supported by the Brighton and Hove 10:10 steering group. The following is an update of the Pioneer's activities in the last year, and future plans.

### **Health**

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The efforts of the health Pioneers have been nationally recognised, from presentations at Primary Care conferences to a short video explaining the link between public health and climate change. The 10:10 health group meets regularly and is growing in numbers. The group consists of GPs, Estates Strategy Manager, Sustainable Development Lead, NHS Trust Environmental Manager and Head of Communications.

#### **Key Activities**

- Regular meetings chaired by GP Pioneer;
- Sharing of best practice and providing a support network;
- Information stand at PCT and health professional events;
- Presentation to health professionals about the benefits of signing up;
- Short film describing how Brighton and Hove health Pioneers have been reducing carbon in their surgeries, encouraging colleagues and patients to live a healthier low carbon lifestyle.
- Production of material to promote the 10:10 message at the Royal College of GPs conference;
- 10:10 to be included in NHS employee engagement;
- Competition run by Pioneers awarding five GP surgeries a free energy survey conducted by NHS Environmental Manager.

#### **Future Plans**

A proposal is being developed by the health Pioneers to spread the message further, linking 10:10 with the Healthy City campaign. Although all the efforts of the health

Pioneers have been pro-bono to date, with the extra funding applied for the following will be carried out:

- Energy surveys for all surgeries in the city;
- Monitoring successes and staff engagement;
- Providing an online forum for 10:10 surgeries and health professionals to share stories and offer advice;
- Production of further staff engagement material including section in NHS employee handbook.

### Education

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The education Pioneer group have been using their regular meetings to share ideas, tell their school's stories and produce material to be circulated to other schools. The Pioneer group consists of teachers, energy managers from the Council and members of the 10:10 steering group.

#### Key Activities

- Pioneers meeting regularly to share ideas and best practice;
- Support group allows Pioneers to offer advice to others with difficulties;
- Production of promotional material including specific action lists for classrooms;
- Projects including assemblies, films, solar ovens, insulation effectiveness measuring, 10:10 homes of the future building and giant murals;
- School fairs having 10:10 stands and competitions;
- Linking Council school's energy and water team with teachers to formulate engagement action plans;
- Encouraging pupils and students to be energy monitors, keeping an eye out for wasted energy and run awards schemes for efficient classrooms.

The higher education institutions in the City have also created Pioneer groups, which meet regularly and have carried out a number of projects to encourage engagement.

- Brighton University uses 10:10 as an engagement tool to spread the message about its own ambitious carbon reduction targets;
- Student Pioneers have manned information stalls and run competitions;
- Pioneer students told their energy saving stories in student press and the 10:10 website; National 10:10 campaign circulated to the education group throughout the country;
- Pioneers have introduced 10:10 at film screenings and at events such as Fresher's fairs.

#### Future Plans

In the near future (February) the higher education group will be running a fortnight of events including a competition and information stall at the major campuses. 10:10 also plans to link with the Sussex University's Green Week in March.

The schools Pioneers have agreed to tell their stories at education 'twilight' events, with the aim of demonstrating the benefits of signing up to 10:10 and tackling the barriers to signing up some schools may encounter. The Pioneers will also be continuing to produce material for classrooms and staffrooms.

## **Business**

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Linking with existing business groups has been critical to the success of the business strand. 10:10 business Pioneers come from all sizes of organisation, from independents to some of the largest businesses in the city. This has helped the 10:10 team reach a wide range of businesses with different approaches. The business Pioneers include sustainability consultants, travel and tourism representatives, an estate agent and independent shop managers.

### **Key Activities**

- Pioneers talking about their own 10:10 experiences to other businesses at 10:10 events;
- Promoting 10:10 to employees and customers, and using the logo on promotional material;
- Offering 10:10 team members opportunity to talk at networking events;
- Offering discounts to other 10:10ers;
- Producing case studies to give examples to other businesses;
- Using 10:10 to bolster corporate social responsibility by including in environmental statements and posters displayed in windows and on staff boards.

### **Future Plans**

It is important for the local campaign that businesses know that 10:10 has not ended in 2010. Activities planned for 2011 are:

- Encouraging support for 10:10 birthday event through sponsorship;
- Presentation of case studies (including Brighton & Hove Buses and Mailboxes Etc);
- Improvement of 10:10 business tool kit to help Pioneers spread the 10:10 message;
- Video case studies to promote Pioneers and 10:10.

## **Third Sector & Charities**

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The third sector Pioneers are ideally positioned to help promote 10:10 as they are a mixture of forums and hubs for hundreds of organisations.

### **Key Activities**

- Community and Voluntary Sector Forum promoting 10:10 through website, Spoke magazine and talking at events.
- The Link (a health and communities group) has told their 10:10 story in a case study, detailing how to encourage buy in from board of directors.
- Brighton Peace and Environment Centre promote 10:10 on their website and in the information centre. They also provide 10:10 with access to a vast amount of information on living a low carbon lifestyle.

### **Future Plans**

- Through working with third sector organisations, 10:10 plans to engage with hard-to-reach sectors of the community who may be entitled to energy saving grants.
- Pioneers to produce case studies and report on how they have done meeting their 10% target.

## Large Organisations & Energy Managers

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Organisations of a certain size are involved in legally binding schemes such as the Carbon Reduction Commitment. It was the aim of this strand and its Pioneers to offer support and a forum for communicating with others facing the carbon cutting challenge.

### Key Activities

- Involvement from University of Brighton, Blatchington Mill High School, Brighton and Hove Council's Energy and Water team and Brighton and Hove Buses;
- Promotion of energy saving and 10:10 to Council staff through 'Footprint Fortnight'. Monitoring of electrical equipment to name and shame the offices that left equipment on over night;
- Production of case studies to promote the large organisation's carbon cutting work and to encourage staff engagement;
- University of Brighton set ambitious carbon reduction targets and energy manager working with 10:10 to engage with students and staff.

### Future Plans

The Pioneers in this strand haven't been able to meet up as regularly as others due to the busy schedules of the large organisations energy managers. However Pioneers have shown keen interest in organising regular meetings.

## Arts & Culture

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Using art as a way to communicate the climate change message has been very effective for 10:10 in 2010. Recent reports have shown that people are tired of hearing negative messages about climate change, and much prefer hearing about positive action that can be taken to tackle the problem. The Arts & Culture Pioneers have shown this to be true this year putting on some great events and using art to raise awareness.

### Key Activities

- Eco fashion events have been facilitated by Pioneers from the Creative Fashion Forum and local retailers. An opportunity to swap clothes, find out about ethical brands and other ways to reduce carbon;
- Local artists have produced cartoons and designs encouraging viewers to cut carbon;
- 10:10 Pioneers helped create a design by Radiohead's Thom Yorke out of 2000 people on Hove Lawns. Out of a handful of projects around the world, this was the only one in the UK;
- Pioneers have produced films showcasing the best of Brighton & Hove 10:10.
- 10:10:10 events throughout the City used music and art to present climate change issues (Moving Sounds at the Hanover 10:10:10 event).

### Future Plans

- Linking with festivals and art events. Pioneers have suggested an art competition would be a good way to engage with the art community.
- Showcasing more local climate change related art such as a display of climate change photography;
- Encourage Pioneers to meet regularly, to create momentum within the group.

## **Communities & Streets**

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This strand aimed to bring together different community groups and encourage others to start groups. Existing groups became Pioneers to show how effective a 10:10 network could be.

### **Key Activities**

- Pioneers from different community groups met to discuss why some areas were engaging and others not so much. Pioneer community groups shared ideas that had been successful, such as film screenings and door knocking;
- Pioneers manned information stands at community events such as Pride and the Brunswick Festival
- Pioneers created promotional material specific to the local area including posters and leaflets;
- A 'rocket oven' (low fuel D.I.Y. oven) was made by one community group;

### **Future Plans**

Communities and especially hard-to-reach communities will play a big part in the future of the local 10:10 campaign and the proposed retrofit project. Brighton and Hove 10:10 plans to work with local community groups to identify those who may be eligible for help with insulation and issues related to fuel poverty. Other plans include:

- Creating a network of Pioneering landlords and tenants to encourage better progress in rental accommodation;
- A 'Carbon Conversations' network, where trained Pioneers will run small workshops for carbon cutting groups.

January 2011

