

PINK SHEETS: AUDIENCE REACTIONS

Active text Index: hold 'Ctrl' and click to navigate

Presenters were given the chance to respond to these comments. **Their responses are in red.**

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1 Introduction

We have transcribed your comments – sometimes abbreviating or attempting to clarify where comments are not clear. Do please tell us if you find your comment and it is ill-expressed. We've made an attempt at organising your comments into categories – some of course apply to multiple categories, but we've done our best!

2 General comments

HOUSING AND PLANNING

- **Planning system:** Planning policy needs to be changed to take construction and operational carbon emissions in to account.
- **Existing housing stock:** planning system needs to allow retrofitting and upgrading to much higher energy performance standards (including listed buildings and conservation areas).
- **Existing housing stock:** need to find the right vehicle for retrofitting housing stock of Winchester.
- **Planning:** Need to set planning applications (including appeals) to the standard for new housing (eco-homes 'excellent' rating. At present it isn't possible for households to upgrade their houses because they will be refused consent (upgrade exceeds permitted development rights)

RENEWABLES/TECHNOLOGY

- **Renewables:** HCC needs a fund for pioneering renewables companies.
- **Widespread solar:** put solar PV on every council house in Winchester.
- **Green technology:** Why plug hippos and low energy bulbs (low-flush loos and low-e bulbs should be standard)
- **Green technology:** Low energy bulbs are ugly and this discourages use.
- **Solar panel club:** needed
- **Solar panels:** free up rules to allow them street-side
- **Techno-fix?:** chemical process powered by renewables to convert CO₂ and H₂O to liquid fuel (what would this cost?).
- **Renewable energy self-help:** Means for people producing renewable energy to share problems and ideas.
- **Concrete project:** need a solid project for people to get involved in and to rally around (e.g. a café or community shop with space for education, workshops and so on). Good if a *visible* renewables project.

HOUSEHOLDS

- **Carbon Footprints:** WCC should encourage everyone locally to measure and reduce their carbon footprints.
- **Retrofit of existing housing:** this needs to be prioritised in Winchester.
- **Most bang for you buck:** invest energy saving in your house
- **Consumerism:** Cap on development of new consumer goods (unnecessary electronics, digital switch over, false demand)
- **Consumption:** need anti-consumption campaigns like anti-smoking ahead of legislation
- **Meat:** encourage people to have one or two days without meat or dairy by cooking demos, recipes etc and local cafes to do the same
- **Houses:** how do you encourage people to live in appropriate housing (if you don't like gardening live in a flat and if you do have a garden)?

- **Solutions for busy families:** we need to come up with simple local community-scale solutions which work to help busy families to avoid harmful individual actions.

CAMPAIGNING

- **Dissemination:** run climate change seminars in other towns and cities; pass details to local groups.
- **First priority:** should be to take direct action to cut carbon.

Local Community, Local Authority (LA)

- **LA budget for transition:** LAs need to allow money per household to help with eco-projects
- **Whole-community plan needed:** we have to persuade Test Valley Borough Council to have an energy plan for the whole borough not just for themselves
- **Notice-board:** need for a 'shop-window'/town noticeboard
- **Leadership:** community action needs strong local leadership (non party-political) and unified purpose. Mobilisation of key individuals to achieve critical mass is a problem.
- **Too big:** Winchester is a big community: hard to co-ordinate?
- **LA environmental tenacity:** stop LAs walking away in the face of environmental problems.
- **Carbon-cutting competition:** between LAs or between communities
- **Role of LA:** there needs to be an increased consideration of ecological issues at planning.
- **Vision:** LA needs a strong vision. Then outreach.
- **Identification at local scale:** people relate to their own community (e.g. Hedge End, Hamble, Chandler's Ford), not a larger scale (Eastleigh Borough Council)

POLICY FRAMEWORKS / TAX

- **Tax:** people should be taxed according to their carbon footprint
- **Tax:** voluntary green tax is a good idea if it is specified how it would be spent.
- **Tax:** voluntary green tax for Winchester?
- **Council tax:** use returns to allow voluntary donation (via gift-aid) for a green fund
- **National policy framework:** needed to incentivise/promote/facilitate community projects (e.g. low carbon caps, investment in renewables, land value tax, more power to LAs)

TRANSPORT

- **Stronger public transport policies needed:** need to discontinue the 'commuter psychology', responsibility back onto employers for how workforce get to work (and people need to live close to work)
- **Bikes in Winchester:** promote cycling to radius of 8 miles from city.
- **Airports:** need local campaign to stop expansion

- **Better public transport:** to avoid school and supermarket miles. ‘Sticks’ needed to encourage this.
- **Bio-diesel sharing** – available from Poole.

GENERAL

- **Key leaders needed:** identify categories of people to motivate/lead/influence opinion, perception and behaviour.
- **Measurements of success:** what are the ‘success’ criteria for Winchester/Hampshire in terms of GDP. Can we get some well-being indicators in there too?
- **From coping to doing:** the average human has too many problems (jobs, living, maintenance..), so how can he/she be motivated to get involved? – community support needed.
- **Dependence on corporations:** we need to realise that the infrastructure that keeps us alive is run by unaccountable corporations and remains dependent upon fossil fuel.
- **LETS schemes:** some new LETS ground are needed in Winchester (old ones have disappeared)
- **Changing mindsets:** mindset is the problem of consumers – how to educate?
- **Organic growth:** need to win hearts and minds one community at a time
- **Collation of best-practise:** Need a central database that collects the best ideas
- **Waste:** food and green waste separation scheme needed in Winchester.
- **Local manufacture/ownership:** this needs to be built and supported
- **Education:** Schools need to educate children in green issues (faith schools are avoiding this)
- **Green fairs:** show people the alternatives [X2]
- **Local stuff:** freecycle and surplus allotment produce.
- **Lots of small:** we need to do lots of small things to build up volume and reach and scale-up from there.
- **Follow up:** Regional energy resource map needed.
- **Follow up:** Follow-up afternoon of workshops for people to join and discuss/have info on specific topics (starting transition village, renewables schemes, discussion groups, insulation, project sharing, “unswamping”, finance, good electricity suppliers etc)
- **Parallel paths:** A million ways forward. The beauty is that initiatives can be by individuals, by groups (such as WinACC), or by the big players (FoE ,Greenpeace etc). There is a place for each person to help at one or more levels.
- **Take it to the deniers:** The message must go out clearly and regularly to the sceptics / deniers about how serious climate change is. Get initiatives noticed and reported in the media. Take any subtle opportunity to persuade and inform.
- **Population:** conflicts such as renewables-nature drive us to think about world population
- **Food and employment:** parish plans need to include local food and employment, but this is not common at present

- **Mutual support group:** needed to avoid sense of isolation and bleakness about the future.
- **Mutual support group:** need monthly green drinks meeting for people who have pledged not to fly – an antidote for climate trauma.
- **Education:** Fun, interactive ways needed to get message to children and students.
- **Shops:** write to owners and managers of shops to encourage energy saving.
- **Shops:** Green certification scheme needed for energy saving.
- **Computer systems:** better knowledge about the energy consumption of computers needed.
- **New Economics:** the fact that the Nobel Prize for Economics went to Elinor Ostrom gives hope that the free-market economy is not the only model.
- **Peer pressure:** we need to use this!
- **Need for a plan:** identify action-areas, measurable targets, energy strategy.
- **Building upgrades:** transfer costs with the sale of house.
- **Best-practice sharing:** need better infrastructure for sharing info.
- **Media:** need more green media projects
- **Commuter towns:** Can a community be generated in a commuter town?
- **Oil:** isn't peak oil more persuasive than CC for change?

3 Comments and Questions for each speaker

3.1 *Peter Harper*

3.1.1 Questions

- How to make lifestyle changes attractive (e.g. giving up meat)?
- How to get people to consider the environment as important?
- How do you engage and enthuse on lifestyle changes?

3.1.2 Comments

Reactions to middle class 'non-negotiables'

- Inform, don't preach.
- Peter's whole message needs re-vamping or re-labelling!
- WOTs made me uncomfortable as it is all too true!
- Be prepared to be controversial and speak up about the 'non-negotiables'.
- More empathy needed with non-greens by acknowledging our own taboos.
- Difficulties of peer pressure: you are boring if you don't travel to exotic places.
- Greening your life doesn't make it boring.
- We mustn't be bored by each others attempts to reduce air travel, food and house size.
- Guilt trip doesn't work to promote voluntary action.

Lifestyle

- Throw a party for neighbours serving only vegetarian food to convince them that non-meaty food can be delicious.
- Local food need emphasising.
- Eat less dairy. Buy less stuff.
- As with drink-driving we need to move to the position of shame attached to certain behaviours (e.g. driving children to school in 4x4 every day)

Policy and policy makers

- Revisit benefits and child support to discourage too many children whilst still avoiding child poverty.
- Encourage public transport by: lower prices, better timetables
- We need cross-party consensus to get the regulatory change that we need
- Need leaders to speak out and cause attitudinal change
- Plans/campaigns must be interwoven with positive reasons for change. Local leadership painting a positive picture of the future is essential.
- We need restrictions on household waste to reduce consumption of goods.

Social and behavioural change

- Good to refer to the ‘people’ [population] question but it wasn’t developed in the talk.
- Use buying power of rich greens to put pressure on technologies to reduce their energy requirement.
- Simple lifestyles equate to lower carbon footprints.
- Make a de-carbonised lifestyle sound better than current lifestyle (airports, traffic etc)
- Techniques needed for bringing ‘non-negotiables’ into the open
- Learn from smoking: GPs quit first because they understood the link to cancer. Anti-smoking campaigners needed to fight the tobacco company lies.
- R&D into ‘advantageous choices’ for children who settle abroad and create ‘love miles’

Food

- Encourage households – particularly those with children – to plan food menus ahead (reduce waste, healthy, avoids ready meals, easier for busy families)
- Food is key for emissions – transport, factory. Need gardening community
- Garden sharing – offer your garden for others to use and take care of

Community

- Need local community hubs that help the community appreciate what they have around them and to help them muster around shared ideas at a very local level.
- Transport plans for schools needed. Community-organised parent-paid transport a credible alternative to many individual school-runs.
- Community recycling / secondhand exchange centre and shop to reduce virgin materials use and transport.
- Rural decarbonisation difficult because of transport.

3.2 Richard Douthwaite

3.2.1 Energy Bonds

3.2.1.1 Questions

- How would the energy supplier credit the bond-holder?
- Is it workable or plausible to people?
- Local currency and energy bonds have a win-win for developing community and focussing purchasing decisions locally.
- What scale of production is necessary to make the bond funding approach work for local energy generation?
- What about the continuity of management?
- Could small co-operatives sell shares to people who 'buy forwards'?

3.2.1.2 Comments

- Need to return and discuss local power generation options in this light within Transitions Groups. (e.g. Lyndhurst water reservoir is a good location for solar array and wind-turbines). Initially the aim would be to stimulate local interest.
- Set up Winchester Energy Bond System
- Bonds especially important for low-income communities where there isn't the capacity to finance through share issue.
- Need to keep ownership of capital, infrastructure and revenue local.
- Selling bonds widely is sensible especially with guaranteed income available from F.I.T.s
- Expertise: needed to get local currency projects going.
- Local investment in energy is important but we should use 'regular' bonds.
- Concern that this is too risky needs to be addressed.
- Encourage LA to participate in scheme to produce energy locally.
- Sales will need very good salesperson to get people to pay for power in advance.
- People won't have the money already
- Could be an alternative to rations if extended to food and other essentials
- The case for a community-funded energy scheme is very attractive and seems likely in a small community. Would be good to see a demo project in an urban environment.
- The specific solution for an area will depend on the place and the people.
- Perhaps useful for local wind or hydro.
- Make this a transitions project (talk to LA)
- Need for further information about how this actually works.
- We should investigate community bonds for local projects that need support.

- Ensure that the Hampshire School for Social Entrepreneurs supports progressive modes of ownership.
- Bonds for local energy supply are plausible – not totally unlike Venture Capital Trusts (e.g. Ventas), except they promise rates at 8%pa instead of entitlement to energy. Note that VCTs induce investment by tax relief. Doubt that community schemes can do that – but the Great Barrington example may show the way.
- Utilise the/a credit union to set up a PAYS (Pay As You Save) scheme (0% interest)

3.2.2 Local Currency

3.2.2.1 Questions

- How to convince the LA?
- How would the LA influence the board?
- Could we find an LA nearby that would support a local currency? Amazing what is possible in Ireland! Could this be done in the UK?
- How will local currency help poorer people who can't afford local shops?
- Would local communities trade between localities?
- Would this devalue national currencies?
- Potentially huge problems with relying on e-systems for managing local money. What if broadband fails?
- How to you persuade people (who are not familiar with finance) to accept it?
- Should we have a Winchester Pound? Perhaps we could mix it in with 'Green Point Scheme' pioneered in the Netherlands.

3.2.2.2 Comments

- We should create a Winchester "Wörgl" immediately.
- Talk to Chamber of Commerce about viability of local currency.
- It is critical to get the LA onside. The attraction for them is that there is less dependence on central government.
- Local currencies can build resilience. Can be made credible by being based on a future resource (electricity) but depends on a 'critical mass' of users.
- Local currency may not be the priority for Winchester which is essentially a prosperous regional magnet.
- No system that relies on electronics is likely to be resilient.
- Kilkenny-style model can only be introduced when mainstream economy is in deep crisis (as it is in Ireland). LAs in the UK are not (yet) in sufficient straits to lead on this.
- A shared interest co-op might be another interesting example.
- Not grabbed by 'Kilkenny currency'. If idea is to raise money for local energy projects then use bonds.
- Needs local pilot schemes.
- Concern that local money creates protectionism is an area.

- Concern that there could be investment in energy company (e.g. by WinACC) without attention to wider issues.
- Might work in Winchester/Hants but would need enormous drive to ‘mainstream’ the idea and educate people.
- Inward and outward commuting a feature locally which may be a problem but increasing numbers of older people give stability
- We need both a local trading currency and a savings currency (energy bonds)
- Inspirational – this could work on a significant scale.
- Kilkenny could act as a useful case study which communities in the UK could trial.
- Perhaps only attractive to small committed communities (whereas bonds more attractive more widely)
- Got to have backing of LA to make it work, may be difficult to show people the value of it.
- Will only work if people have confidence in them
- Takes power back to the community.
- Other ideas for grouping money together needed: savings schemes (e.g. in Columbia families each pay \$10/week and then one family uses the whole pot to purchase items normally unaffordable).

3.3 Patrick Andrews

3.3.1 Questions

- How does the ‘alternative’ ownership map onto ‘legal’ ownership?
- What happens in the event of complete failure?
- What new brand-name might you give?
- Is there any way of limiting the influence of share-holders [in existing companies]?
- LLPs like RiverSimple face problems of financing. Can a company start with shareholders succeed and then buy everything back and become a proper LLP?
- Low carbon car would be good for taxi service (perhaps women-only)
- How do we decide which business models to use or what rules apply?
- How viable will a complicated machine be in a post-carbon future?
- Could we use these ideas locally in our own organisation?
- Can these ideas only be used for start-ups or could existing organisations incorporate them?
- What can this approach be applied to in the community?
- Can this structure be applied retrospectively?
- Could this structure be used for community energy generation?

3.3.2 Comments

Transferability

- Explore ways in which this model can be translated/adapted for small/local business.
- How can this example be transferred?
- Need to run workshops on innovative legal structures / democratic decision making.
- What is needed is more information from this speaker to explain how this model might apply.
- The Riversimple organisation model would seem feasible for local service organisations for carbon issues.
- Raise awareness of this model through training.
- Promote this sort of model by sharing best practise
- We should create an electric car infrastructure based on the Winnipeg model.

General

- The John Lewis model should be promoted more vigorously.
- Help family companies (e.g. John Lewis model) transform into ‘enlightened social enterprises’.
- Supposedly shareholder power leads to irresponsibility, but do shareholders really have power?
- Need to get local politicians and business people to declare their level of interest and commitment to green objectives (approach LAs and chambers of commerce)
- Current corporations are broken.
- Could ask larger shops/businesses what involvement they have with local community and find out what local customers want.
- Leasing and car club ideas we can take back and apply (especially in LA)
- This is only happening because of a wealthy patron.
- Patrick’s board structure is great – the same as the Meadows ESCO.
- Need to produce “stuff” locally with this sort of model
- To promote hybrid car use in Winchester launch lease scheme and promote to taxi companies.
- Not convinced that Hydrogen Economy is viable.
- Open-source on innovation should be encouraged and grants should be conditional on sharing.
- Public transport initiatives would be better than developing cars for individuals.
- Feels like this is at the experimental stage.
- Corporations should have regular expiry/renewal dates on their charter (say every 5-10 years) and when they come up for renewal must show how they have benefited the community.
- The idea of having a representative from an NGO on the board as ‘environment’ is another way to get accountability into a company structure.
- Current corporate structures are flawed (power without responsibility)
- Structure made easier by implementation from onset of the organisation

- Provide the idea of partnership models to people within local groups. Different ways to structure the governance of the group.
- Hard to manage competing interests
- Find out about car clubs
- The Riversimple model promotes local ownership and production
- Make stakeholders organisations not just individuals

(Patrick Andrews responds) I suppose the interesting comment that keeps recurring is how to apply it locally. There is no quick and easy answer - every solution chosen has to suit the local context and the nature of the business.

I try to bring it back to first principles. Give ownership rights to those for whose benefit the organisation is run, provided you can find a proper voice to represent their interests (perhaps a local community group for example). And include checks and balances to ensure that the executive team don't get too powerful. We do this through a "council of stewards". I think of this as a critical friend who sits by you as you make decisions and makes observations which are open to the owners to see. Some local government work this way - the opposition councillors serve as a public check on the actions of those in power.

And don't forget the process. All this needs to be worked out through a process of discussion between interested parties. If done with care and purpose and patience, the right answer will emerge.

3.4 Steve Clare

3.4.1 Questions

What is the DTA?

- What are development trusts exactly?
- Never heard of DTA before, what benefits does it bring?
- Never heard of the DTA – where are there not more?
- Never heard of the DTA before – what is their role, where does their money come from, do organisations get paid?

Can we do similarly?

- How do we set a DT up?
- How do we move from a community action group to a development trust?
- How do we roll out the DTA's approach, fast?
- How do we mobilise those who are not listening?

Scale

- How can we scale-up small community action?

- Is the focus in the talk on small communities (villages) the most feasible/practical approaches to use?

3.4.2 Comments

Networking needed

- We need more of this – lots of stories that give you hope. We need to share stories and inspire others.
- Make a directory of Social Enterprises.
- Need to encourage networking between Transition and local environmental groups to share ideas and avoid ‘mental enclosure’.
- Need to find key projects locally and ideas for community involvement and action. These give results, success stories and seed new ideas in other communities.
- Communities need to link together to create a stronger movement.
- We need a synopsis of case-studies across the UK to enthuse others (and channel 4 to make a documentary on this!)

Income issues

- By broadening the Green Agenda to Social issues would embrace a broader constituency.
- The DTA is a good place for ‘middle-class greenies’ to put their disposable income.
- Is Winchester’s wealthy-commuter lack of sense of community a barrier to a DTA project here? Or, would such organisations help strengthen the community.
- Needs to go to the top of the priority list (greening campaigns are often middleclass)

Working with the DTA

- DTA could be a good point of contact for mentoring or coaching and advice.
- Winchester initiatives could join the DTA.

The power of community

- This shows that the sum of many small initiatives can work well.
- Transformation from the bottom up is a challenge to the mainstream debate.
- Challenge communities to be carbon neutral!
- Local communities should be involved in all infrastructure projects even if NOT community-run. Society needs to emphasise the importance of participation and involvement.
- Need to build up the spirit to get things going
- Small community businesses could be a means for effective change
- Ask the community what they need and focus on this ensuring that they are involved and have an interest

- Targeting to individual circumstances and understanding people is really important.
- Heartening to see what communities can achieve and that frameworks and organisations exist to support this
- True communities working together not just houses and people.

Other

- There needs to be more flexibility in Section 106 Planning (eco initiatives should count)
- Although the small community projects in the talk were good, most people don't see the point in joining in because they perceive no initial benefit.

3.5 Anna Hope

3.5.1 Questions

How was it done?

- How did they outbid the developers?
- How did they get planning consent?
- The council must have been very helpful?

(Anna Hope responds) We firstly opposed the developer's application for planning permission on the grounds that it was residential only and not mixed use, which was not appropriate on a site that was formerly an industrial site providing employment.

Meanwhile we also put in our own planning application for a mixed use development based on the principles of Local Agenda 21.

The developer's application was rejected outright by the planning committee. This made it easier for us to negotiate to buy the site, because it was no longer attractive to a conventional developer.

The site would also have been costly for a developer to build on in a conventional way, as it was on a concrete slab that would have needed to be removed in order to build conventional foundations etc. The slab had polluted land underneath which would have needed to be remediated. Our solution was to keep the slab and build lightweight timber structures on the top. The lesson here is that a site that has complications may be easier/more affordable for a self build group to obtain.

Our planning application was successful because (a) we had support from some of the councillors and (b) there was already a precedent in the local area as there were already a self build house and a café that were built in a non-traditional style, opening up the possibility of building more homes that were not in the same style as the surrounding Victorian terraced housing. I'm not sure how these original self build structures got planning permission.

The planning officers in the Council did however impose a large number of conditions on the planning consent which were quite difficult to achieve. We did feel that some of these were unfair given the limited resources available to our group, and spent some time negotiating to see if there were alternative ways of meeting the same objectives through different means. E.g. we created our own DIY 'Home Zone' where the road and parking structure were altered and this was a low-cost way in which we met some of our obligations relating to highways.

- Why no use of CLT's or support from Council-Housing?

A Housing Association was involved initially and owned six building plots, but due to financial problems they had to sell the plots. No other HA's were interested (due to the small number of plots) so they were sold on the open market. Fortunately our community group was in a position to buy them back, albeit at a vastly inflated price.

I don't think we were aware of the concept of Community Land Trusts (CLT's) at the time when the site was purchased (2001). This concept seems to have grown more recently in the UK. Our priority at the time was to find people who were willing to take the risk of purchasing plots when we didn't even have planning permission. We did think about possible ways of maintaining the housing as affordable in the long term but it was felt collectively that this might discourage people from signing up and therefore the whole scheme might fail.

- How can a group find the money?

The site purchase was funded mostly by private finance from individual self builders and the housing association. Each person or family bought an individual plot, either through their own savings, loans from their families or self build mortgages. The majority were first time buyers. We did have some small grants initially to help with developing the group, e.g. for training and consultation costs, and later on we received larger grants from EU Objective 2 and the government for renovating the old office building into work space and putting in renewables across the site. The re-purchase of the housing association plots was funded by a loan from a private benefactor.

- would such projects come about if local people hadn't created them? Can they be initiated from the outside?
- How can infrastructure for such community projects be improved?

These are interesting questions and ones that we are hoping to answer through our Ecomotive projects. Ecomotive is aiming to set up group self build and self finish schemes that will result in the creation of sustainable communities. The key will be in getting the balance right between Ecomotive setting up the initial contracts and rules, and individual and community autonomy in decision making later on in the process.

Ecomotive is also lobbying at local and national levels to improve the opportunities for group self build projects to happen.

Concerns

- What about the eco-footprint of timber for self-build?

As with any building material, if the project is aiming to be as sustainable as possible then it will be important to establish some kinds of standards for the building materials etc.

In our case the community group stipulated the kinds of materials that should be used. Any variations needed to be approved by the community group. In practice though this was hard to enforce.

For timber frame structures, it is possible to source FSC timber from the UK, which is the most sustainable source.

- Takes time, may be a barrier in places with a housing shortage.

This is true. It is important to include some kind of time limit criteria in the contracts. We did this but in practice it was hard to enforce as there were no penalties specified initially for those who exceeded the time limit. In practice most people did exceed it which then made it harder to enforce the most persistent offenders.

One other practical alternative is self-finish housing. The community group or another company can build the exterior of the properties and the plot owners can then finish the interiors to their own specification. This means that the build process is faster and the external appearance is good even if the properties themselves are not habitable.

How to get land

- Perhaps in areas like Surrey partnerships with LA's developer is possible?
- How get LAs to give land to community owned schemes so not compete with developers?
- Is there any opportunity for developers and locals to work in partnership?

Can Hugh Fearnley-Whittingstall's landshare scheme be any use to self-build?

3.5.2 Comments

WOW

- Loved it!
- An inspirational project.

LA allocate land for self-build / free-up planning

- Encourage LA to put aside land for self-build.

- We must identify potential brown-field sites in Winchester for self-build community and work with planners in the City Council to get ahead of developers.
- LAs should encourage / support / facilitate self-build projects.
- There could be an obligation to provide this, even prioritising over normal developers.
- So many people are struggling to buy a house, people need to be enabled to self-build.
- LA should look at allocating sites for self-build.
- LAs need to allocate land to self-build projects in spite of any developers interest.
- Set aside redevelopment/development land for self-build.
- Remove planning and other obstacles to encourage more self-build schemes.
- LA could insist that developers holding large parcels of land release some for community development
- LA could allocate land to encourage this
- LAs should allocate land for development to self-build groups or insist on sustainable development of land with community bias from developers
- LAs should allocate land for development to self-build groups and support should be given (all the land that is not being developed due to the recession)
- Identify land for self-build housing.
- Developers who control most development land should be made to provide land at a fair rate to self-builders
- Put pressure on LAs to set aside a % of land for self-build.
- Set planning conditions so that some development and/or redevelopment meet low carbon conditions and /or reserve a certain space for low-carbon self-build.
- WCC should negotiate good land for self-build as part of Barton-Farm.

Concerns

- Ashley Vale: good at sustainable lifestyle, not so good at eco-build.
- Need to increase awareness of environmentally-friendly building practice within planning departments to avoid green applications being blocked/rejected. Some planning departments will not entertain novel proposals.
- An unusual bunch of people.

WinACC / Winchester

- WinACC built environment group needs to bring up “allocate land [to self-build]”.
- WinACC could advertise for / promote the formation of a housing co-operative with a view to approaching CALA Homes for a tranche of Barton Farm site.
- WinACC could act as an exchange centre for potential co-op home – self-builds and then act as their agent to CALA.
- For Winchester possible identification of sites and higher specification of eco-homes (which must be affordable and mixed use with good transport links and land for allotments)

General

- Need a guide for community groups detailing their strategy options.
- This demonstrates how many supporting conditions need to be there for such a project to happen (land, planning permission, expertise, money...)
- Encourage shared learning on site.
- Challenges assumption that low-C developments have to be LA-led.
- LA needs to be identified more as a force for good than just collecting tax etc.
- Self-build projects need attention to affordability.
- ‘Habitat for Humanity’ a good model.
- Compare with pre-fab high-efficiency homes.
- Important for planners not to treat all builders as developers with large pots of money
- We need to harness this same spirit for retro-fitting existing homes
- This was NOT just another housing development
- Value of personal development in skills, confidence and community as a base for further action (e.g. replacing the cut railtrack trees)
- Once something is started its effects ripple out and becomes something wider
- Good to learn lessons from previous projects to avoid repeating mistakes
- Important to find ways to get communities to retrofit not self-build.
- Could developers help with self-build communities as part of their corporate social responsibility activities?

3.6 Sue Riddlestone

3.6.1 Questions

- Is anyone coming up with long-range low-carbon transport options?
- How do you encourage people to change behaviour to save energy and resources (e.g. turning off computers, shorter showers)?

Emulating BedZ

- Why don't we do a BedZ community in Winchester?
- What has stopped the take-up of BedZs by mainstream housebuilders?
- How can BedZ be mainstreamed?
- Why are there not more BedZ eco-villages in the UK?

3.6.2 Comments

- Car club (low emissions vehicles) for Winchester.
- Door-to-door strategies might be good outreach based on “can we advise you how to reduce your energy bills?”
- It is important to be both passionate and have good strategy and leadership to achieve one-planet living.
- Need to think about how you persuade people to reduce water consumption.

- Each LA should provide (a) expert technical information, advice and support for people wanting green installations, (b) financial support or incentives.
- National contest needed between LAs for best-designed and realised eco-estate/village/development
- WCC (in the way Bioregional did) could decide to make an ecobuild like in Sutton.
- We need to do onstreet campaigning – sandwich boards – for getting these ideas out.
- This shows biomass CHP is plausible.
- Southampton City Council needs to properly monitor where emissions arise and develop carbon reduction plans.
- Southampton City Council should look at existing wood CHP experiences (CAT, BedZ) to learn and do better.
- Would be useful to know how Sue engaged the council in London and precisely what her plan consisted of, for comparison with our plans here.
- Find a ‘Sue Riddlestone’ in Winchester.
- WCC needs to visit Sutton and visualise as Winchester.
- Commission ecological footprint (ten principles for Winchester)
- Holistic approach (ten sustainability principles) are impressive – we tend to only use one – however this is easier with new development.
- The public should be encouraged to try to work from home (or close by) to prevent additional emissions.
- It comes up again and again: we should stop flying.
- Need leaders (energetic, knowledgeable, enthusiastic)
- Make it easy for people to do the right thing
- Make space for habitat/biodiversity
- We need an energy audit of our town and to make definite sustainable plans
- Work & service locations to be near home. Speed reductions (go slow). Reduce working hours. Eliminate most air travel, Nucleate urban developments around higher density centres (5 storey, high rise at local centres). Car park space redeveloped existing central offices converted to residential
- Inspiring example in highly urban neighbourhoods – like Sue’s comment ‘we have the technology, why aren’t we doing it?’
- Need high-status people & groups to push such ideas within the system.
- Need high-density living and space for wildlife/spiritual life.
- Need to work out how to recognise and encourage the key individuals / catalysts who stimulate community actions.
- To make local plan need to know consumption/emission for local area rather than making general assumptions. But how practical is auditing individuals?

3.7 Jerome Baddeley

3.7.1 Questions

- How to apply this approach to communities which don’t seem to be interested in cutting carbon? (e.g. wealthier areas, NIMBYS?)

- What about refurbishment of rented houses?
- Carbon saving is a wealthy household issue and cost saving is a poor household issue. Greening campaigns have a single CC focus and don't take fuel-poverty into account.
- Is there an equivalent organisation to NEP in Winchester or nearby? If not we should get one set up, drawing on the same funding source.

3.7.2 Comments

- Examine local characteristics of site/nature of properties social-economic profile before deciding on a course of action.
- We planned to build a big wind turbine at the Eden project but we received lots of complaints from the local community. From there we decided to build a geothermal plant instead! Basically from a failure we have found a different solution.

Winchester / Southampton

- Get Greening Fulflood to establish Energy Partnership and go door to door. Whole-house approach.
- Need to set up a Winchester Energy Partnership.
- Choose a pilot area to do this and enrol locals and LA. Need a community energy co-ordinator (can WinACC get funding for one?)
- Get serious about having a comprehensive energy plan for Winchester/Hampshire.
- Promote community-financed renewables in Southampton's ESCO (or better – have an ESCO modelled on the Nottingham project)
- There are probably less wealthy communities within Winchester that should be targeted with this approach.

Income issues

- Brilliant because enabled every resident in a discrete neighbourhood not just a certain section of society.
- Poorer people need help with costs for insulation
- Very important to tackle the challenge of fuel poverty and Nottingham Meadow shows this is possible.
- Query focus on poor neighbourhood – would get more carbon savings if pitch to a rich community.

Door-to-door

- Door-to-door knocking is particularly important, particularly on low-income households so everyone can access grants.
- Knock on doors to give advice and inform people about grants.
- Knocking on doors and face-to-face contact is important.
- Big achievement to get round that many homes (3,800?)

- Door to door and supply of credit to kickstart insulation a good idea to ensure something happens. Does the Credit Union take the risk of default?

Planning

- Need to educate planners on renewables so they recognise them for their benefits when they cross their desks.
- We need to lobby for fast-tracking of sustainable development solutions at planning.

Local Authority role (LA)

- Nice to see progressive LA supporting this
- Set up pilot local energy generation project with LA support, small and simple to illustrate success using clearly defined measures quickly to feed into building up to something bigger
- Nottingham have educated their LA that this work is good for their image and status.

Twinning

- ‘Twinning’ for urban areas with no wind potential with rural ones which does.
- Like idea of twinning urban and rural areas for investment

Building community

- A blitz weekend of neighbourhoods sealing up cracks and draughts in each others houses
- Wind-turbine could be used as a community income generator that can be used to finance energy efficiency measures
- People need to be engaged but don’t like change (esp. elderly) and may be fearful of threats (e.g. cowboy builders, security)
- These sorts of schemes can help build community, but there will always be groups who won’t co-operate.
- Energy from wind turbines to raise funds for community projects

Language and clarity

- Idiot’s guide / step-by-step guide to funding, setting up ESCOs (and acronyms) needed
- Query language of ‘energy efficiency’ which applies more for less (leading to backfire), ‘energy conservation’ should be used.

3.8 Adam Twine

3.8.1 Questions

- What are the opportunities for communities in cities to buy into these kinds of projects?
- What is it that turns people in to pro/anti wind on aesthetic grounds?

- Can community-scale windfarms be set up between high-producers and high-consumers on a 'contraction and convergence' model?
- How to fund such mid-scale community energy projects?
- If wind turbines are this hard for communities to initiate, what will it be like for getting tidal/wave power installed (can communities initiate such projects?)?
- What is minimum scale for a decent wind turbine project to work? Can westmill be scaled down and what sort of returns might be possible, starting now?
- How to bring the Campaign for the Protection of Rural England on board with alternative energy and wind turbines in particular?

3.8.2 Comments

Importance of community involvement / ownership

- Important that wind turbines are for the local community.
- Local community involvement leads to acceptance of wind-farms.
- Community ownership important for acceptance

Twinning

Twinning project for Winchester if city is not suitable for wind-power.

Hampshire/Winchester/SE

- Plenty of windy sites in Hants.
- Have a map of most viable sites in Hampshire.
- Indictment of S.E. that this is the only project in the area – there should be a policy that each area generates a proportion of its own energy by renewables.
- A community windfarm is needed in the Winchester district.

Persistence

- Persistence is important.
- Requires massive commitment and dedication
- By persevering you can win and get planning permission
- Long time-scale so start early

Profile

- Renewables continue to need good press.
- Would be useful to have a test-bed and demonstrator for wind projects.
- The public sentiment will swing pro-wind, possibly quickly.
- Post construction the public opinion of turbines always goes up.
- Community involvement key to acceptability (benefit, ownership).

Investment / attractive returns

- Need good backing and money.
- I would invest in a local wind project!
- Perhaps approach Good Energy or Green Energy.

- Those who are lucky enough to have funds to invest need good information as to how to back renewables. If there isn't a local scheme then there are ethical investment vehicles to use such as Triodos bank.
- 12% return is very attractive to the capitalist mind.
- 12% very profitable. If this was run by an ESCO and the energy was sold through a private wire company profit could be ploughed back into further energy saving or renewables.
- Stuck by 12% return, which is high and should be an easier sell to communities at that rate.

Dealing with negativity

- Difficult to deal with people who present “rational” objections when their real objections are emotional.
- Media will always focus on controversy and conflict – don't let it put you off.
- One-stop shop needed, including planning lawyer.

3.9 Robin Murray

- Have faith in the power of the people. If you give the opportunity / empowerment to people they deliver surprising results.
- Teachings on economics usually emphasise competition, we are used to that.
- Co-operation has worked well (e.g. for in IT – the Open Software model) and can work very well in all matters green.
- Face-to-face contact with local community needed to raise the issues of climate, resource depletion, sustainability initiatives (e.g. try at the Farmers' market with sandwich boards, plus posters etc)
- Create a local currency for purchasing food: food co-op sells green credits to fund a grower's crop plan. The tradability of the 'green currency' extends as the food hub grows.

4 Political panel

- Can apply to LA for eco-improvements
- Martin Tod was really good.
- Need to check that WCC is identifying possible sites for self-build.
- Renewable energy production in Winchester was not addressed.
- Has WCC identified possible sites for renewables projects – in not then it needs to?
- We must gain cross-political support, perhaps at a local level.

5 Other information / links left on the pink sheets

www.overton-biodiversity.org talk by Dr Trickett on reducing your carbon footprint.

Evidence to HoC Health Committee on design of 'local involvement networks' (Google Barry Fineburg Health Evidence or barry@fineburg.co.uk)

<http://files.uniteddiversity.com> Link to more than 100 documents and presentations on sustainability topics provided by Josef Davies Coates

<http://www.rediscoveringsustainability.org.uk/>

<http://www.railwaylandproject.org/>

6 Comments on the meeting

- More ladies loos needed at WDC.
- Fantastic, inspirational, lots to take away.
- Well done for a superb conference
- The speakers topics were not well-linked to the environmental impacts / resources used. A range of relevant issues were covered but not the core of the climate change-environment issue.
- Well done for organising
- Found Steve Clare's talk a very mature presentation; considered reflections based on a wide and well-established experience.

7 GLOSSARY

CC Climate Change
LA Local Authority
WCC Winchester City Council
HCC Hampshire County Council