

Callander and Climate Change

# *Final Report*

*to the Climate Challenge Fund*

*March 2011*



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*Final report, March 2011*

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## 1 PROJECT DETAILS

**Project Name****Organisation Name****Final Report Date****Completed by****Position****CCF Reference No****Development Officer**

Callander and Climate Change

Callander Community Development Trust

31st March 2011

Astrid Horward

Project Officer

CCF - 298

Leanne Buchan

**Total funding projected****Total funding claimed**

**£ 113,031.00**

**£ 113,000.16**

## 2 INTRODUCTION

Callander, a small rural tourist town of 3,500, sixteen miles North-West of Stirling, took its first steps in community climate change action in March 2007, by setting up Callander and Climate Change (CandCC). CandCC originated from the Callander Kirk Green Team which had been operating since 2002, and started as part of their outreach programme.

The aims of the outreach group were to raise awareness, demonstrate what people can do personally, and what can be done as a community. In September 2007 a wider group of concerned individuals from a cross section of the community came together to form CandCC. Since then CandCC has been working within the community, raising awareness of climate change and identifying what can be done at a local level to tackle the huge challenge that it represents.

As a subgroup of the Callander Community Development Trust (CCDT), CandCC is now made up of individuals/householders connected to many different groups within the community such as Callander Kirk, Callander Primary School, Callander and District Heritage Society, the Ben Ledi View (community newspaper),

McLaren Leisure Centre and includes representatives from Stirling Council and Loch Lomond and Trossachs National Park (see Appendix 3 for full list of CandCC group members).

In August 2009 CandCC put together a successful funding application for the CCF and started work in November 2009. This funding provided CandCC with the means to try and meet our prime objectives:

*To increase community awareness about the huge impacts of climate change locally, nationally and globally.*

*To engage the whole community (individuals, community groups and businesses) in taking action to reduce the community's carbon footprint, including the development and the implementation of a long term action plan.*

### **3. THE TEAM**

On the 3rd September CCF officially announced the success of our application. This was fantastic news, although over a month later than anticipated in the CCF grant application. This meant that all milestones set out in the application form also were delayed.

The members of the group immediately began the recruitment process for a Project Officer and three Area Energy Officers. From the 2nd of November, two self-employed consultants, Astrid Horward and Julia Osfield, were contracted to lead the project as Project Officer on the basis of a job share. Both Project Officers (POs) brought to the project extensive knowledge of environmental issues and experience in working with communities and community groups. They were to raise awareness about climate change and other environmental issues and engage the community in taking appropriate action. As well as working from home, the POs were kindly offered regular access to office hot-desking by the National Park Authority, with use of meeting rooms, computer, printer and telephone at the office in Callander.

In addition to POs Julia and Astrid, and Project Manager (PM) Margaret Warnock, three Area Energy Officers (AEOs) were added to the team: Martin Frater, Mandy Maclean and Sheona Mathewson - all working part-time. Initially they were to collect data from householders for the baseline measurement, to provide home energy audits, offer impartial and personalised energy advice, link to local contractors, services and initiatives, and check on eligibility for the Energy Assistance Package.

All staff members are local people with excellent people skills, a dedication to the aims of the project and with a local network and skills that allow for a broader involvement in the future.

#### **AEO Re-profiling**

The initial project changed considerably when it was announced that the Home Insulation Scheme (HIS) would be extended to Callander. Although CandCC welcomed the initiative, the work carried out by the HIS' energy assessors was quite similar to that of our own Area Energy Officers.

As a result of the overlap with the HIS, the

work of our AEOs had to be re-profiled in the midst of our project: 70% of their remaining hours were reassigned to broaden the development of specific carbon reduction projects to achieve CandCC's targets. The hours were spent on exploring and providing information on household and community renewables (Martin Frater), exploring and facilitating local food initiatives (Mandy Maclean) and facilitating local travel and transport initiatives (Sheona Mathewson).

Formal collaboration between CandCC and the HIS team was discussed between representatives of CandCC, the Wisegroup and the Energy Saving Trust on 28th April 2010. It was agreed that CandCC would have access to all data collected by the EST and that the AEOs would be working alongside the HIS assessors. The EST would include CandCC's contact details and logo on their promotional material in order to raise awareness in the community of the collaboration.

The EST assessors would mention CandCC to householders and hand out CandCC's leaflet.

CandCC worked alongside the HIS project as much as possible but did not have the capacity to visit every household with the HIS surveyors over the six weeks they were in Callander. We believe the quality of engagement from CandCC's Area Energy Officers AEOs would have been higher than through the HIS. Our locally resident AEOs planned to visit every household and to be available to give advice and support over a nine month period, rather than the much shorter period that the HIS advisers were in the town.



## Onward and upward

As a result of the re-profiling, a new work-plan was drafted for the remainder of the project. During this process it became clear that, to achieve the ambitious targets set out in the application, roughly 40% additional working hours would be required for the POs. This number was supported by the extensive overtime put in by both POs before the summer break. As this wasn't sustainable in the long term, and would not provide a proper impression of what was achievable within the limits of the project, we set some rigid priorities to make sure hours would be spent efficiently throughout the remainder of the project. Accordingly, in October, money was reallocated from the budget to offer both POs an extra 2 days per month from November 2010 until the end of the project.

The additional hours were mostly spent on researching and writing the 15-year Vision, coordinating the Sustainability Festival and writing the final report.

During the last 6 months of the project, the team's efforts were focused on further encouraging, engaging and empowering members of the community to become more actively involved in taking personal action, setting up interest groups and projects, and at looking at our future as a group and our journey toward becoming a sustainable community.

A further need for an additional AEO emerged for the re-measurement of the carbon footprint. In December 2010, we were successful in hiring another local resident, Lucy Fraser-Gunn. Lucy's hours were spent solely on cold calling to complete as many REAP questionnaires as possible for the re-measurement of the carbon footprint, in order to improve its robustness.

The cold calling proved to be very hard work; most people were either not interested or not willing to help out. They couldn't see any interest for them in offering input into the re-measurement of the community's carbon footprint. Some of the questions were considered intrusive and participants were concerned about being judged. We have learned that this is not the best way to go forward, and if we do decide in the future to calculate our

community's footprint, it would need the community's support from the onset. The re-measurement has not been an engaging activity and not a worthwhile investment in time, energy or money.

## Building a base of knowledge

To be able to pass on valuable information to members of our community, staff training was encouraged. During the duration of the project:

- All members of staff attended the City and Guilds training in Energy Awareness and a further training by David Griffin (EST) and Moses Jenkins (Historic Scotland), the whole team was entirely up to date on energy efficiency measures in old(er) and new(er) buildings, and on grants and loans available to householders.
- Astrid and Julia attended a Carbon Conversations facilitator workshop weekend in Cambridge.
- Mandy attended a Master Composter training.
- Julia and Astrid attended the 'Fostering Sustainable Behaviour' workshop by Canadian Dr. Doug McKenzie-Mohr in Stirling.
- Mandy, Julia, Astrid and 2 CandCC volunteers attended a Permaculture Introduction Course at Stirling University.
- Martin attended an in-depth renewables course on community renewables at the Centre for Alternative Technology in the autumn of 2010.



▪ Mandy and Astrid attended several half days of training on the planning, planting and uses of orchards.

▪ Julia attended a CCF conference on Education in Edinburgh.

- Mandy attended the Soil Association's Community Supported Agriculture event
- Julia attended a workshop by the Ellen MacArthur Foundation about education and sustainability; the closed loop design.





Thanks to our volunteers

## **4. PROJECT ACTIVITIES AND DELIVERY**

### **Community Carbon Footprint measurement tool**

High priority was given to the research into a community carbon footprint measurement tool. As stated in the project plan, this tool would not only have to correctly measure the community's carbon footprint, but also be a means of engaging people with the community. As currently available tools (such as REAP petite) were not deemed entirely suitable to engage the public, we looked into the development of a tool to not only measure effectively but engage, encourage and empower people to measure and continue to decrease their carbon footprint over the next fifteen years. However, our initial research quickly demonstrated that building a completely new tool with engaging features was not a realistic goal: it would simply not fit within our budget and project duration restraints. After a tender process we contracted Charlie Henderson from Climate Futures who suggested working with REAP petite and adding simple but bespoke public (Callander) engagement features to it. Climate Futures also developed a specific questionnaire for public buildings.



To get a valid figure for the baseline measurement, we aimed for a sample of 150 households from the town. AEO Mandy Maclean was given an extra 30 hours to enter all data into REAP-Petite. Climate Futures used these results to provide us with an accurate baseline measurement of the community's carbon footprint.

**In 2009, our community emitted 26.223 tonnes of CO<sub>2</sub>.** This number is a measure of our direct emissions of CO<sub>2</sub> from the burning of fossil fuels including domestic energy consumption, transportation, food, recycling, consumption and water, of which we have some direct control. It includes the footprint from public buildings in Callander. It does not include carbon emissions related to public services we use or the services of local businesses. The reason for that is that these calculations are not included in the REAP petite software tool.

From January until March 2011 we re-measured Callander's carbon footprint. Climate Futures again calculated our carbon footprint from the data collected.

**In 2010, our community emitted 25.768 tonnes of CO<sub>2</sub>, which amounts to a saving of 455 tonnes, equivalent to 1.7 %.**

We launched both the baseline carbon footprint measurement and the 2010 footprint at the sustainability festivals, sharing them with as many local residents as possible.

We have been delighted working with Climate Futures. Charlie Henderson has been in Callander very regularly and has been in close contact with and supportive of the team throughout the project. He helped prepare and was present at both festivals.

### **Pilot Household Energy project**

Twenty householders were recruited to volunteer for the pilot household energy project. The project was promoted through the Ben Ledi View, at the film showing of the Age of Stupid and at various community group meetings. An introductory meeting was held in January for householders who had expressed an interest in participating. In February we started the project after the AEO's were fully trained. Over the duration of the project, each household was visited regularly. They were offered an energy monitor and a personal action plan to reduce their carbon footprint.

Changes in behaviour and pledges to do so in the future were recorded and used for the footprint calculations in March 2011. The householders were also asked to share their stories to inspire others in the community and help overcome barriers to change. These stories featured in the Ben Ledi View and on the CandCC website.

### **AEO Household Visits**

Having visited the householders from the Pilot Household Energy Project, the AEO's intended to start knocking on doors offering their services, e.g. complete HEC forms, offer general energy efficiency advice and to ask the people of Callander to help us measure the community's carbon footprint. Before they could start, we received notification of the HIS scheme coming to Callander. To avoid inconvenience and irritation from unsolicited visits, we now only offered this service to people who were visited by the HIS and requested additional support.

### **Overview of AEO activities after reprofiling**

#### **Local Food**

AEO Mandy Maclean focused on local food initiatives; her objective was to provide the community with easier access to locally grown low-carbon produce. Mandy facilitates and supports the Callander Allotment Group, which was initiated by local resident Robert Lewis in collaboration with CandCC. The group is in the process of acquiring land, which is difficult as available (council owned) plots in Callander are unsuitable for food growing because of flooding and other plots of land are owned by private landowners, one of whom does not even live in the local area. Additional support was sought from Willie Hamill from Stirling Council, Ian Welsh from the Scottish Association for Allotments and Diane Alderdice from Forth

Valley Food Links. Since the beginning of 2011 negotiations are ongoing between CandCC and locally resident landowner Mr Baillie-Hamilton, and the outcome looks promising. The Callander Allotment Group now also have a page on our website.

Mandy also researched a community food co-op for Callander. To that purpose, she compiled a questionnaire to find out how members of the community felt about local food initiatives and whether they would like to become involved. This questionnaire was leafleted to 250 members of the community and advertised in the Ben Ledi View.

40 people completed the questionnaire and based on the results, Mandy decided to set up two local box schemes, an organic fruit and vegetable box (delivered by Bellfield Organic of Jamesfield Organic Farm) and a local fruit and vegetable box (delivering by local farmer McKechnie). Mr McKechnie is since looking into promoting and expanding local fruit and vegetable box schemes.

The idea of a weekly farmer's market (vegetables, meat, fish, dairy, bread, eggs and other locally produced food) was investigated but it was decided not to take it any further, as it was simply too big an undertaking at this point. It is included in the 15-year Vision as a potential part of a sustainable food strategy for Callander. Exploring local food initiatives has brought Mandy in contact with a lot of local food businesses and farmers. Also, she has visited and learned from other community food initiatives.

From January to March 2011, alongside the collection and entry of data for the re-measurement of Callander's carbon footprint, Mandy promoted the box schemes and continued to support the allotment group with further negotiations. Furthermore, she facilitated the food area at the sustainability festival in March 2011.





## Public Transport

AEO Sheona Mathewson focused on Public Transport. She explored the current public transport situation in Callander and the local area and facilitated the formation of a group of stakeholders, able and willing to address the current problems. Her objective was to bring together all the existing plans/work being undertaken and to assess, with input from the community itself, what current issues people are experiencing in terms of rural transport.

During the 'Sustainable Future for Callander' Transition meeting, Sheona facilitated the setting up of a rural transport stakeholder group that would lobby for a cohesive and effective integrated rural transport network across the area. To this end she engaged with all the relevant groups aligned to Callander and the area and also bodies such as TacTran and Transport Officers both for Stirling Council and the National Park. On 8th November Sheona was invited to give a presentation to the Community Council and the public about sustainable rural transport. A fruitful discussion led to a commitment by the Community Council to develop a fully integrated community action plan for Rural Transport in and around Callander, which is to be discussed with Stirling Council and Loch Lomond and The Trossachs National Park. The Community Council intends to take the action plan to the Scottish Parliament as an example of a community Rural Transport Initiative.

From January to March 2011, alongside the collection and entry of data for the re-measurement of Callander's carbon footprint, Sheona explored the setting up of a car share scheme, which will be launched at the sustainability festival in March 2011. Furthermore, she facilitated the transport area at the sustainability festival.

## Renewable Energy

AEO Martin Frater focused on sources of renewable energy for the Callander community, such as solar thermal, solar pv, heat pumps, biomass, windpower and hydro power. His objective was to provide a database of information and contacts for the community

and to support the community to explore ways of increasing Callander's generation and use of renewable energy. He has been setting up a local renewable interest group and is CandCC's main contact person for the Callander Hydro project and for McLaren Leisure Centre. Martin attended an in-depth community renewables course at the Centre for Alternative Technology. As a result of this course Martin reassessed his workplan and focused more on community renewable schemes and energy co-ops and less on renewables for individual householders. From January to March 2011, alongside the collection and entry of data for the re-measurement of Callander's carbon footprint, Martin further supported McLaren Leisure Centre to reduce their energy use and facilitated the energy area at the sustainability festival.

## Communication

### Website & House-style

We wanted CandCC to have its own 'community' website, providing information on the carbon costs of energy, travel, food, waste, water, biodiversity and shopping; tips and ideas for change; news and events; a newsletter; a photo gallery; links to partners and other interesting organisations; a place for all sustainable community projects to present themselves to the community and encourage others to become involved.



The website was developed by a local web designer who also offered to design and maintain the website. He also offered to train and support volunteers to form a website team, all on a voluntary basis for as long as needed.

Furthermore, a proper CandCC house-style was developed including a letter head, leaflets, business cards, and other promotional material. A second volunteer has been actively involved in setting up the 'kid's page' on the Callander website in collaboration with the current webmaster. Being part of the allotment group, he has also built a Callander Allotment Group webpage which was added to the website in February. He has agreed to remain involved with the updating of the website after March 2011, along with the current webmaster. This means we have continuity for the website.

### **Promotion**

To promote Callander and Climate Change and the project, regular articles were written and published in the local community magazine 'Ben Ledi View', in the Stirling Observer, and in the Loch Lomond and the Trossachs National Park magazine. Photographs were taken during all CandCC events.

These photos were collected and used for promotional purposes, on the website, on posters, flyers and other promotional material.

A logo competition was initiated in collaboration with McLaren High School. In January a logo was chosen from the pupils' entries. The winner of the competition worked together with a local designer to professionally design the logo to represent Callander's journey towards a low carbon / sustainable future.

Leaflets and business cards were printed, handed out at meetings and events, and left at local places of interest, such as the library, McLaren Leisure Centre, the National Park office and the Rob Roy Centre. We took 'leading by example' very seriously: all promotional material had the highest possible environmental performance, including our T-shirts (organic, fair trade and made with renewable energy), our display boards (100% post-consumer waste paper) and printing material (100% post-

consumer waste paper, vegetable ink).

### **Public Meetings and Events**

The first of a series of public meetings was held on 30th November 2009. C&CC organised a film showing of 'the Age of Stupid'. During the evening the two project officers introduced themselves to the community, presented the project and provided information about building a low carbon community and volunteering with CandCC. About forty people attended the film showing and several people left their details to be added to the CandCC mailing-list.

### **Footprint Festival**



Sunday the 16th of May was the day for the Callander Carbon Footprint Festival, where Callander's communal footprint was announced. All members of the community were invited to participate in a competition to guess the carbon emissions, in tonnes, released by Callander in 2009. Appealing prizes were offered to the winners of this competition, not only increasing numbers of participants but also recollection of the number. We also offered Callander residents information about how to reduce our collective and individual carbon



celebrating sustainability



footprint. During the event, local residents were offered free information on energy and renewables, buying and growing local food, sustainable travel and transport, including the eco driving simulator, local tree planting and more, while enjoying free coffee and tea, locally baked cakes with Scottish ingredients and live music from Callander based musicians. To increase the event's success, we invited local community groups to participate. Beside the Callander Community Development Trust and the Schools, groups like the Callander Hydro Project, the new Allotment Group, the Horticultural Society and Callander Youth Project were all actively engaged. As were local businesses, many of which donated local produce made with (mostly) Scottish ingredients.

The event was a great success. Well over 200 people came along, partly thanks to our thorough marketing campaign. We leafleted every single house in Callander and walked the Main Street in a conspicuous footprint costume throughout the week preceding the festival. We had a successful media campaign and were published in both the Ben Ledi View and the Stirling Observer. We reached as many Callander residents as we possibly could and invited people personally to attend the festival. 147 residents were bold enough to enter the carbon footprint competition, do the calculations and try to guess the correct number. The winners went home with prizes provided by the project and supplied by local businesses: a mountain bike from Wheels and a dinner for two at the Monachyle Mhor hotel in Balquhiddy. The success of this event has hugely increased our reputation in the town. The turnout showed that there's a definite and growing interest of the community in our activities and the majority of residents were made aware of our presence and continuous support.

### **Sustainability Festival**

On Sunday 27<sup>th</sup> March, we held the second Callander Sustainability Festival. The day went really smoothly thanks to all who contributed to it. A total of 50 volunteers helped to organise the festival, and were present on the day itself.

Local community groups the Greening of Callander, Callander Master Composters, the Callander Hydro Group, the Callander subgroup of the Scottish Wildlife Trust, the Horticultural Society, Argaty Red Kites; all had stalls and information related to the effects of climate



change and how to move forward in a more sustainable way. Also we had volunteers help out with the successful local food café.

It was a beautiful spring day, the first one really, which probably had an unfavorable effect on visitor numbers. We counted 155 visitors at the door, compared to the previous Footprint Festival in May 2010, which saw over 200 people coming through the door. Feedback indicated that locals who had intended to come along were either out walking in the hills or gardening.

Although the beautiful weather will have had something to do with it, the lower visitor number could be an indication that community engagement is stagnating. Marketing for the festival had been quite extensive; articles and ads in both the Ben Ledi View and the Stirling Observer, posters throughout the town and leaflets distributed door to door.

The thirty stallholders seized the opportunity to network with like-minded people and share their experiences; this brought about the feeling that they were a part of a local movement contributing to the building of a more sustainable future.

Locals that did attend the lively happening were delighted with the quality of this year's festival, and thoroughly enjoyed themselves. We will consult with the community over the course of



the next project year and decide whether it's worthwhile to organise a third festival in March 2012.

Professional partners who contributed to the festivals were:

The Energy Saving Trust (information and the eco-driving simulator) in May 2009, Stirling Council, Loch Lomond and the Trossachs National Park, Emotion Energy, Rensus Solar, Forth Environment Link, Honda Motors (Honda Insight) and Toyota Motors (Toyota Prius).

**Furthermore we organised, facilitated, actively supported and were present at a variety of successful events:**

1. Co-hosted Forth Environment Link's Community Orchard Mapping Event
2. Organised Film showing of the Age of Stupid.
3. Organised Community Hydro Scheme information evening.
4. Organised and participated in Master Composter training.
5. Organised 'I ♥ Callander' competition for Valentines Day.
6. Organised Callander's Footprint Festival, with a local competition guessing the community's carbon footprint.
7. Co-hosted and contributed to the Annual Gathering of The Scottish Sustainable Development Commission.
8. Organized a public meeting on Allotments, which led to the establishment of the Callander Allotment Group.
9. Organised an outing to the Green Routes Project in Gartmore.

*The community group the Greening of Callander group has been reinvigorated after this visit and plan on organising another in the Spring of 2011. Their focus on ornamental planting has since expanded to include (small) sustainable community garden projects such as herb planters and fruit tree patches. After a joint visit to St. Andrews Church, we are now negotiating a small orchard project within the walled back garden of the church. Group convenor Hilary Gunkel: "Over the coming year our small group*

*of mainly retired volunteers hopes to get this project up and running as the first stage in a plan to develop a range of sustainable green sites within the town."*

10. Contributed to and were present at the Trossachs Health Fair in the Callander Kirk Hall on the 27th February.
11. Contributed to and were present at the Callander Highland Games in summer 2010.
12. Organised a Transition meeting hosted by Eva Schonveld (Transition Scotland Support), which provided information for the 15-year Vision document.
13. Organised a Callander Film Evening "The Power of Community" in collaboration with the Callander Film Society.
14. In collaboration with The Greening of Callander, we organised a public meeting on Scottish apple trees and orchards.

**To learn from and share with others, we attended or visited:**

- The Linlithgow Climate Challenge
- The Soil Association's Community Supported Agriculture event
- The Federation for City farms & Community Gardens' event on 8th October in Battleby.
- Killin Cutting Carbon Renewables open day to make local contacts
- Meetings, events and conferences on renewable energy
- Meetings of the Callander Hydro group
- Tombreck's Big Shed project
- Baldernock's team of cutting the carbon
- 'United we stand', a gathering of active communities in Scotland

**Public buildings**

As public buildings were included in the community's carbon footprint baseline measurement, all public buildings in Callander were invited to provide CandCC with information regarding their energy use and

travel/transport. Not all of them sent us completed forms, but it gave us the opportunity to contact people personally and start the building of a (long term) relationship. This was especially successful with the McLaren Leisure Centre. The newly elected chairman to the board of the McLaren Leisure Centre attended our CandCC steering group meeting on 27th January, where he reaffirmed the board's continuing interest in energy and the environment and the wish to work closely together.

## Schools

Over the course of the project we have been working closely together with both the Primary School and the High School and achieved our aim of delivering energy education to both.

An Energy Education workshop was delivered to the Primary School over the course of 2 days offering peer education workshops from the Edinburgh Powerpod. This included practical activities and games on renewable energy and climate change. In addition, ongoing support and activities were delivered to the schools Eco group including recycling/reusing activities and energy monitoring. Talks and activities were also delivered to individual classes to supplement class topics such as *Electricity* (energy monitoring and energy efficiency), *People who help us* (waste and recycling), and *Our changing world* (climate change, footprinting and insulation).

Talks and awareness raising have taken place at the nursery Eco group with parents and staff, and with the schools Parent Council, resulting in some of these parents becoming involved in our transition event and in volunteering for CandCC or taking part in the Carbon Conversations course.

The High School participated in a competition to design a logo for CandCC. Developing ways of working within the High School curriculum and timetable proved challenging but recently we have delivered a workshop on Climate Change, Carbon Footprints and *Working towards a sustainable future* to S2 classes as part of their Geography project on Climate Change (the classes voiced recognition of and an

identification with our project and Callander's Footprint measurement following their previous participation in the competitions a year or more earlier).

Both Schools contributed to Callander's Footprint Festival, in 2010 by raising awareness of the event and the 'Guess Callander's Carbon Footprint' competition. In 2011 this contribution was expanded so that the Primary School will be making a display of their eco activities and displaying Eco house models made by P7.

The High School S2 pupils made video blogs of how they see themselves and Callander in 2025 for display at the Festival.

Young people have been engaged with in other ways too. Brownies, Cubs and Guides all received talks/activities in the lead up to the Footprint festival 2010; and Callander Youth Project provided helpers for the event.

Head teacher Mrs Ross "CandCC's work fits well with our Curriculum for Excellence and Eco schools work and expands on it."

"Our topic is "Our Changing World". We are doing it because we care about our planet and it makes us feel good because we are making a difference! We have looked at reducing, re-using and recycling and trying to lower our carbon footprint. We have had outside speakers visiting us including people from Callander Climate Change."  
Eleanor, Georgie and Finn, P7

Eleanor, Georgie and Finn, P7  
Callander Climate Change.  
We're doing it because we care about our planet and it makes us feel good because we are making a difference! We have looked at reducing, re-using and recycling and trying to lower our carbon footprint. We have had outside speakers visiting us including people from Callander Climate Change."



## Learning from others



## Mobile Library

CandCC organised a drop in point at the local library every Tuesday between 10 am and 1 pm. We bought and lent out books on energy efficiency, renewables, climate change and other environmental issues, and different types of light bulbs. Also, we provided free advice on energy efficiency and help people to fill in the Energy Saving Trust's HEC forms. To familiarise people with this mobile library, it was also presented at Callander's Footprint Festival and the Sustainability Festival. After a few months, when drop-in numbers declined, we decided to use the library on request and for the Carbon Conversation courses.

## Carbon Conversations

Both POs are trained facilitators for the Carbon Conversations Course. Carbon Conversations Groups help people halve their personal carbon footprint. The 6-session course is based on a



psychological understanding of how people change. Groups of 6-8 members meet with

trained facilitators in homes,

community centers, workplaces or other venues. The meetings create a non-judgmental atmosphere where people are encouraged to make serious lifestyle changes. This highly successful carbon reduction course was developed in Cambridge and is also part of the CCF funded Transition Edinburgh University project. In October, we started a first pilot course to promote the course and assess interest in the town.

Further to the success of that first pilot, a second Carbon Conversation course started in December with six members of staff of the McLaren Leisure Centre, one of Callander's main public buildings with the second highest carbon footprint. The course will lower the staff's personal carbon footprint by 1-2 tonnes in the first year and help decrease the organisation's carbon footprint.

## A 15-year Vision

One of the outcomes of our project application was a Vision document, describing a sustainable and resilient future for Callander in 2025 and pathways toward that future. Charlie Henderson from Climate Futures was hired for an additional 5 days to support its writing, and to calculate carbon reduction figures for projects and activities that are included. During the project and specifically at the Transition Meeting 'A Sustainable Future for Callander' on 24<sup>th</sup> November, we asked individuals and community groups to add their ideas and suggestions. It helped raise awareness in the community, will help give the community ownership and increase the likelihood of projects coming to fruition. The Vision document was presented at the Sustainability Festival on 27<sup>th</sup> March 2011 as a first draft, a flexible document to be altered and completed over time by members of the community. Over the next 15 years, the Vision document will be altered and updated according to the journey that our community chooses.

## Networking and partnerships

We have had meetings with the following organisations for support, information and materials:

- Energy Saving Trust
- Historic Sotland
- Loch Lomond and Trossachs National Park
- Forth Environment Link
- Fort Valley Food Links
- Community Energy Scotland
- Evaluation Support Scotland
- Callander Community Council
- Callander Community Development Trust
- Fed. for City Farms and Comm. Gardens
- Scottish Association for Allotments
- Sustrans
- Ellen MacArthur Foundation



## **5. COMMUNITY OUTCOMES**

### **Introduction**

Callander is a small rural tourist town with a population of around 3,500 people, sixteen

Total resident population: (Census 2001)  
2,754 (estimate in 2011 = 3,700)  
Age groups:  
> 60 = 30 % (Scottish average = 20%)  
16 – 65 = 55 % (Scottish average = 62%)

miles north-west of Stirling, and the main town in the Loch Lomond and The Trossachs National Park. Callander's population has a significant proportion of retired people. Callander's working population mainly rely on the tourist industry, such as retail or hospitality (B&B's), and on jobs elsewhere. The consequence of this is that the local focus is outward, not inward. There is a lack of community cohesion.

People in the community often refer to Callander as 'a place where nothing really gets off the ground'. There are a lot of community groups but they don't really know each other or work together. Initiatives are scattered. Although most residents express a love for their town and its beautiful natural surroundings, it's quite a passive love and it's been a challenge for CandCC to encourage people to *personally* become more *actively* involved in the building of a more sustainable and resilient community.

The growing cohesion within the CandCC team, and the slowly but steadily growing numbers of volunteers affiliated with our sustainable initiatives aroused curiosity and interest in the wider community. From the very beginning of the project, we decided on open and truthful, but most of all empowering messaging about the challenges we face as a community in the light of the environmental issues such as climate change, avoiding doom and gloom at all cost.

The POs organised several public meetings and events and were invited to hold presentations and facilitate or start sustainable initiatives, such as the Callander Allotment Group. This greatly

increased our presence in the town and as such helped raise awareness. Our assistance and support is much appreciated and helped build a good reputation.

Articles, particularly in the local Ben Ledi View, have brought about a lot of attention for both the project and the team members. Many local people know and recognise staff members in the street and initiate a conversation. We were asked direct questions about insulation measures, waste and recycling, local food growing and other sustainability issues. We were also contacted more frequently while the HIS assessors were knocking on doors.

However, collaboration with the HIS scheme has caused controversy also, as the quality of the visits, the reporting and the advice was reported seriously lacking in quality. Three team members who participated in the HIS survey received no report at all or a faulty one. One Callander resident was so infuriated about the inaccuracy of the advice given by the official partner of the EST, that he filed an official complaint.

This person is well known and regarded in Callander and we can only guess at what damage has been done to our work.

Also, people were promised information through HIS, but sometimes they didn't get it and Callander and Climate Change were on the receiving end of criticism and frustration.

### **Key Changes our project has made:**

#### **We've decreased our community's carbon emissions by 455 tonnes (1.7%)**

Results from our data collection, and the projects and actions that emerged as a consequence of our activities suggest that we have decreased our community's footprint by roughly 1.7 %, which amounts to a saving of 455 tonnes.

This was achieved despite two of the most severe winters on record within the measurement period.

### **More households have installed home insulation measures.**

Following CandCC's work in awareness raising and our co-operation with the Home Insulation Scheme, 269 householders installed loft insulation, 29 top up loft insulation and 69 cavity wall insulation.

Raising Awareness is what I think CandCC has been most successful with. As a result I believe that the community may be a little more receptive to climate change initiatives that require their cooperation.

Barclay Milne, Callander Primary Parent Council

Callander Community

### **The Community Council has officially committed to an integrated and sustainable rural transport scheme.**

Since our presentation about improving local transport at a Community Council Meeting in November 2010, Callander Community council is actively committed to working with us toward an integrated and sustainable rural transport plan, involving all local and regional stakeholders.

### **McLaren Leisure Centre has reduced their carbon footprint.**

One of the biggest contributors to our community's carbon footprint, McLaren Leisure Centre had an energy audit carried out by Community Energy Scotland (CES); they are actively looking into a renewables scheme (PV); they have taken measures to reduce energy from lighting the building such as removing 25% of 70 KWh tubes and replacing 50% of light bulbs with more energy efficient ones; 5 senior staff members and a board member attended a carbon conversation course by CandCC's POs, further reducing their personal and the centre's carbon footprint; with our encouragement and support the organisation is actively involved in an environmental performance audit with the aim of considerably reducing their overall

impact on the environment and leading by example in the town.

### **We established the Callander Allotment Group.**

The Callander Allotment group was initiated by CandCC, together with a few local residents, and now has a core group of 6 volunteers and another 30 residents interested in getting an actual plot. Negotiations with a local landowner are ongoing and the group is looking into the legal requirements. The members look forward to starting digging in 2011.

### **We have engaged with approximately 500 people within the community.**

Since the beginning of the project, we have been in contact with many different community groups, three congregations and individual residents through events, public meetings, the Footprint Festival, the REAP petite data collection and energy advice to local households. We define 'engaged' as 'spoken with personally about climate change, and about individual and community involvement in decreasing our environmental impact / carbon footprint'.

### **We have drawn up a 15-year Vision for a sustainable future for Callander,**

using the input of members of the community through consultations such as the *Sustainable Future for Callander* event. Key groups in the community have now expressed an interest in using this Vision document for updating the Callander Community Action Plan.

### **The Primary School has increased sustainability topics across the curriculum.**

We have given talks and workshops on energy efficiency, recycling, and eco housing to particular classes as part of their topics on Electricity (P4), People who help us (P1) and Our changing world (P7). This is in addition to work with the Eco committee and the whole school Powerpod days.



In touch with the Community



There is a growing **knowledge base and expertise** in the community about sustainability in general, climate change, the peaking of resources and other environmental issues and their solutions.

•Increased number of residents has made **sustainable lifestyle choices**

### **Involvement and engagement of the people of Callander:**

At the start of the project, CandCC consisted of a small but active group of people. The number of people in the group has expanded through the involvement of 50 volunteers who attended our public meetings and events. As a consequence many are now involved in sustainable projects initiated by CandCC or organise their own, e.g. the Greening of Callander co-organised the Scottish Orchard Talk on 18<sup>th</sup> march 2011). In addition, through the CCF funded project we have been able to employ a team of 7 people (part-time), recruited entirely from the local area.

Over the past 18 months, CandCC have engaged with over 500 members of the community through the collection of data for the carbon footprint, the work with community groups and schools, public meetings and events and two popular sustainability festivals (May 2010 and March 2011). The project, in general, has become well known and appreciated in the town. We have received positive feedback about our work from the Community Council, from members of the public and have been mentioned positively by contributors to the Ben Ledi View. Callander and Climate Change has become recognised in the community as a group that is “getting things done”.

### **Volunteers**

A volunteer administration system was set up. Contact was made with Jennifer Shearman of the Stirling Volunteer Center to discuss support for the project officers to manage, supervise and coordinate volunteers.

The number of volunteers working with CandCC has grown slowly but steadily over the duration of the project. Over 50 volunteers have worked for the project and this number

increased with every activity. CandCC staff have encouraged and actively supported the involvement of High School pupils, members of other community groups and interested individuals, contributing hundreds of volunteer hours in, for example, the following roles or projects:

- Treasurer
- Project championing
- Promotion and Publicity
- Website volunteering
- Thermal imaging week
- Callander Allotments
- St Andrew's Church Orchard
- Festival organisation and participation
- Film projection
- Carbon Conversations participation and promotion

### **Involvement in project management**

Callander Community Development Trust manages the project. The Board of Directors has become more involved as they oversee the management of the project and the Company Secretary contributes to the financial management on a regular basis.

### **Involvement of local people in the writing of the 15-year Vision document**

Over the course of the past 18 months, we have consulted with the community on several occasions and various issues; among other things, we've issued a carbon footprint questionnaire and a food coop questionnaire; we held a well attended public meeting on allotments and organised a special 'Sustainable

Future for Callander' evening (hosted by Transition Scotland Network), where residents joined us in enVisioning a sustainable future for the town.

All local ideas, suggestions and plans have been collated and translated into a *Callander 15-year Vision* document.



This document was presented and handed out during the Callander Sustainability Festival on 27<sup>th</sup> March and will be offered for use by the Callander Community Development Trust, the Community Council and the Loch Lomond and the Trossachs National Park in the updating of the Callander Community Action Plan.

### **Involvement in sustainable initiatives**

The increase of local awareness and engagement can be measured not only by the number of people actively involved or engaged with, but also by the sustainable projects that have been initiated since November 2009 and the commitments of some of the community's stakeholder groups.

CandCC is actively working with the Greening of Callander to organise herb baskets and planters and revive a church orchard. The allotment group consists of a steering group of 6 and a support group of 30 residents interested in a plot. McLaren Leisure Centre is working closely with CandCC to improve their carbon footprint and overall environmental performance. The Callander Primary School has adopted more sustainable issues in their curriculum. We now have a waiting list for carbon conversation courses.

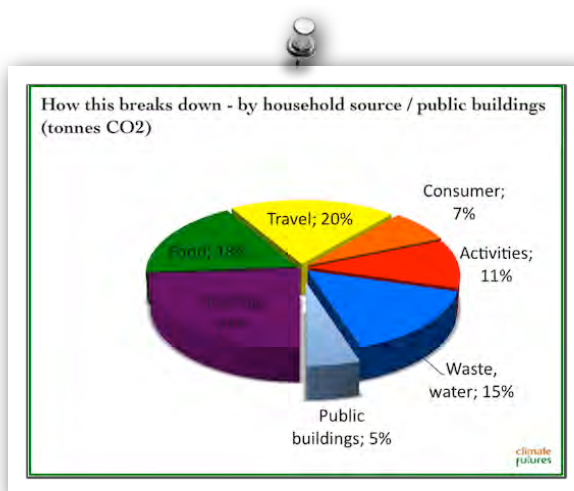
## **6. CO<sub>2</sub> EMISSIONS REDUCTION**

In line with our application we are tracking and reporting the town's carbon emissions to meet CCF requirements, monitor effectiveness and demonstrate progress to participants. Climate Futures has been assisting CandCC since early 2010 by calculating the town's carbon footprint, communication and strategy development.

Our community's carbon footprint over 2009 amounted to 26.223 tonnes. For detailed information on the calculations and conversion factors, we refer to Climate Future's reports (see appendixes). Data for the baseline measurement was collected in Jan-March 2010. Most of the AEOs time was spent collecting this

data from 128 householders. The objectives of the 2011 carbon footprint are to:

- Calculate a 'top down' estimate of the town's carbon emissions for a 12-month period in 2010, allowing comparisons against the 2009 baseline
- Analyse 'bottom-up' emissions saving data provided by the Energy Saving Trust's Home Insulation Scheme (HIS)
- Draw conclusions about emission savings between the baseline and 2010; and
- Analyse emissions and behaviour further and make recommendations for reduction



### **Method**

Using a similar method to the carbon baseline, between January – March 2011, a sample of households were questioned in as much detail as practicable about their household energy, transport and lifestyles in the previous 12 months. Of the 121 responses, 101 also answered the baseline questionnaire, and hence form the sample for this footprint.

Respondes were assigned to 18 home types<sup>1</sup>, then grouped into four categories.

Carbon footprints of sample households were calculated using Reap Petite software, giving emissions for energy, food, travel, consumption (based on spend), activities (leisure), waste and

<sup>1</sup> According to the Home Energy Check (HEC) questionnaire

water. These data were used to estimate the equivalent footprints for all the 1419 households in Callander<sup>2</sup>. They also provided a profile for households of different compositions.

Carbon footprints of Callander's main public buildings were calculated from their energy consumption (provided by Stirling Council), and using DECC emission factors. Figures from 2010 calendar year were used.

## **7. OTHER SOCIAL, ECONOMIC AND ENVIRONMENTAL BENEFITS**

### Environmental benefits of the project

- Decreased food miles thanks to the fruit and vegetable box schemes.
- Increased number of Callander Businesses (B&Bs, restaurants) buy local produce since their contribution to the festivals.

### Social benefits of the project

- Increased community cohesion by involving residents and volunteers in finding and providing solutions to live a more sustainable lifestyle.
- Volunteers who were involved in the project have been able to build substantial networks within and outwith the community.
- Several community groups now work together on sustainable issues.
- Increased involvement in community activities of some residents on benefits.

### Economic benefits of the project

- Employment for 7 local people.
- Project offered volunteer opportunities for 50+ people.
- Local farmer, Mr McKechnie, has set up a local fruit and vegetable box scheme
- Bellfield Organic Farm now delivers an organic fruit and vegetable box scheme, which helps them to sustain their business.

- Improved energy efficiency will help householders / public buildings mitigate the effects of rising fuel costs.

using the energy monitor was quite a revelation. "It definitely helped change some of our habits. We don't overfill the kettle anymore and use the tumble drier less often."

tumble drier less often."

## **8. LEGACY OF THE PROJECT**

### **A 15-year Vision for Callander**

Our most tangible legacy is the 15-year Vision document. This Vision document, to which many members of the community and community groups contributed, can encourage, inspire, engage, involve and empower individual residents, groups and key local organisations such as the Community Council and the Community Development Trust to take action and build a sustainable and resilient future for Callander.

### **Transport**

The Community Council has officially committed to an integrated sustainable rural transport scheme and is meeting with representatives from several regional stakeholders to further this. The people of Callander have expressed a great interest in this topic and are supportive of action undertaken by the Community Council.

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<sup>2</sup> derived from the Housing Energy Efficiency (HEED) database and 2001 census, and assumed to be equivalent to the national average.

## Food

The allotment group, which was established in 2010, is negotiating 1 hectare of land from local landowner Mr Baillie-Hamilton and will hopefully be able to start preparing an area for about 30 allotments this year. A group of local residents is now also looking into funding opportunities for a feasibility study exploring the possibilities of a bigger, more encompassing Local Food Initiative; several other community stakeholders (the Schools, Callander Enterprise, Callander Youth Project) have expressed an interest in contributing to the developing of such a large scale community project. Initial talks with Leader were promising.

The Greening of Callander and the diocese of St. Andrews Church will be reviving the church's old orchard. The group has been invigorated by their collaboration with Callander and Climate Change and are keen to expand the range of their activities in the town.

## Schools

Young people at Nursery, Primary and Secondary school as well as at Callander Youth Project and clubs have become more engaged in energy efficiency and energy monitoring activities and have become more aware of Climate Change issues. Lines of communication and methods of working with the schools have been well established, laying the groundwork for future collaboration.

## Knowledge and expertise

CandCC has helped to build a base of knowledge and experience in the town on local



food, transport and energy issues: we own a library full of books, dvds and other educational material that will be used during the carbon conversation courses that will run; staff members and volunteers have been trained on energy awareness, thermal imaging, planning planting and maintaining orchards and community gardens, permaculture and much more. Also, over the past 18 months, Callander has grown a considerable network of experts on all sorts of environmental topics and community resilience.

As all staff and volunteers live in Callander, this knowledge will serve the community now but also in the longer term.

## Acknowledgements

*Callander and Climate Change would like to thank all people who have contributed their time, their energy and often their means to help us make this project succeed.*



**Signature** of individual who prepared report.

**Astrid Horward**

Position: Project Officer Date: 31<sup>st</sup> March 2011

A handwritten signature in black ink, appearing to be 'Astrid Horward', written on a white background.

**Authorising Signature** of Project Manager

**Margaret Warnock**

Position: Project Manager Date: 31<sup>st</sup> March 2010

A handwritten signature in black ink, appearing to be 'Margaret Warnock', written on a white background.



Through the friends we had met in the CandCC group we heard about the Master Composting Training. Both of us took the training and we are now involved in sharing our knowledge with others at local events!

Through CandCC we have been put in touch with a number of useful and inspiring people in the community which has given us the opportunity to learn about various issues, especially different aspects of growing your own.

When I look around I do not see any visible sign of the Callander community doing anything about climate change. I suggest that CandCC choose a very visible project to back and deliver!

My own action following one of the awareness events, was to take up the offer to have my house scanned with the infra-red camera, which was very revealing.

Rural transport is always a thorny problem but we are delighted to hear that our Community Council are supporting CandCC to see how best to plan for the future. With costs for both petrol and diesel already so high, and the knock on effect to household bills, any suggestions for a better service will be very welcome."

I found the experience of participating in carbon conversations an incredibly positive one, especially talking and working with other people with the same concerns about the future as yourself.

We attended your Cuba film which was very inspiring. We have also been made aware of more ecological and economical forms of heating the home and have been connected with like minded people.

It is important to continue raising awareness going forward, but having made some progress, I believe that it is vitally important now that CandCC launches a visible initiative that the community can see.

As a result of CandCC showing P7 the thermal images of the school the class are going to write to the Council about the hot roof.  
Audrey Ross

As relatively new gardeners we had not appreciated just how important home composting can be. We hope that further opportunities for community composting, recycling and reusing resources locally will happen with the help of CandCC in the future.

what people say