

Towards a **sustainable future** for Callander



Final Report of the 2011 - 2012 Project

By Callander and Climate Change, March 2012

Towards a sustainable future for Callander

Callander and Climate Change 2
Final Report / CCF – 1036

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1 STARTING POINT

Callander and Climate Change (CandCC) is a subgroup of the Callander Community Development Trust (CCDT). CandCC originated from the Callander Kirk Green Team which had been operating since 2002, and started as part of their outreach programme. 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 CCDT, CandCC is now supported by 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 has links to Stirling Council and Loch Lomond and Trossachs National Park.

Callander and Climate Change 2 followed on from the previous Climate Challenge Fund project which measured and reduced the community's carbon footprint. Engagement with a variety of community groups and individuals was key to its success. This first project also drew up a 15-year vision document which outlined possible pathways towards a sustainable future for Callander.

Available for download at: www.callanderandclimatechange.org.uk/downloads.html.

Local food, transport and energy efficiency emerged as some of the key themes in the vision document and, alongside continued awareness raising and education work, they were chosen as the main areas for development in this project.

The project was therefore set up as follows:

Aims

1. To initiate projects and engage and work alongside community groups to reduce carbon emissions and build a more resilient and sustainable future for Callander.
2. To encourage and enable members of the community to embrace and adopt sustainable values in daily lifestyle choices.

Key outcomes

1. People in the community travel more by low carbon methods
2. People in the community grow and eat more local, seasonal and organic food
3. More people have awareness and understanding of how to reduce their impact on the environment and decrease their carbon footprint
4. New methods to help householders and community buildings reduce their energy use identified and implemented.

2 HEADLINE ACHIEVEMENTS

We fully engaged with community groups

We have pulled groups together and supported them in a whole variety of ways, so helping to build more community cohesion in Callander. At times we have worked with individual group members when they joined Carbon Conversations courses.

At other times we worked jointly with groups to put on events (Bike-tastic). We have introduced groups to each other to start new projects (Fruitful Callander) and we have contributed to future plans for the town (Charrette).

In some cases we have already been able to start the process of gradual withdrawal as the group takes full ownership of the ideas or project. The culmination of all this work was a week long community wide sustainability festival.

For a full list of community groups engaged please see Appendix 1.

We provided the context for change as well as promoting changes themselves

Change (whether it is how we travel, where our food comes from, or home energy improvement) requires practical advice and promotion. Just as importantly it requires a new habit or a new way of thinking. People are social and very often our motivation on a day to day basis is just doing what everyone else does. Through our many and varied activities – raising awareness, contributing to plans, carbon conversations, encouraging community action and events we have successfully addressed the context as well as being on hand with the practical when people are ready to hear it.

We reduced car journeys to school by 23%, saving 5.4 tonnes of CO2 emissions

This little project had everything! We worked with the school and parents to tackle the issues behind why children use the car to get to school. We raised awareness with a fun event, we used positive reinforcement to encourage long term small changes and we are confident the work will continue with or without further help from us.

We planted 150 fruit trees

This project brought groups together who are interested in all aspects of gardening and growing, and got on with doing something physical and long lasting. It really captured the imagination of a lot of people in the town. The inspired combination of a community orchard at McLaren Community Leisure Centre and a virtual orchard through the town's

communal green spaces and private gardens involved the widest range of people possible.

We got the community growing

Young and old(er) alike have been involved in planting and growing. Through food growing courses and at the Callander Youth Project with their raised beds for vegetables and a small fruit orchard there we have established the beginnings of a permaculture garden, which will continue to grow!



We reduced Callander's Carbon Footprint

We saved 56.8 tonnes of CO2 emissions through our work this year, which will give lifetime savings of 232.9 tonnes CO2e. Our plans and pledges made by members of the community will save a further 234 tonnes CO2e. Our plans and pledges made by members of the community will save a further 431.5 tonnes CO2e annually.

We planned for the future

Much of our work has concentrated on laying secure foundations for the future. The feasibility study: Opportunities for Community Food Growing in Callander and the Community Transport Plan are important and in some ways ground breaking pieces of work, setting out what needs to be done, who will do it, and what funding is needed. These are available to download from our website at <http://www.callanderandclimatechange.org.uk/downloads.html>

3 OUTPUTS AND OUTCOMES

The main outputs and outcomes are outlined below under the four areas of activity for Callander and Climate Change 2. For full details of calculations and assumptions used for carbon savings, please see Appendix 2.

TRANSPORT

Transport Outputs

1. Lift-sharing scheme

Detailed research was carried out into this area from the beginning of the project and discussions were held with Stirling Liftshare (www.stirlingliftshare.com - part of the regional Tactranliftshare network) and Liftshare (www.liftshare.com). This was to ensure that the Callander scheme offered users a safe and secure service that would continue to run after the end of this project.

The idea for a community lift-share scheme was introduced in the May edition of the community newspaper Ben Ledi View (BLV). In the September edition the ideas behind the scheme and the potential benefits of it were explained and expressions of interest invited. A questionnaire re interest in a possible lift-share scheme was also included in the Transport Questionnaire circulated in November, which brought 40 positive responses

2. Work with primary school and its parent council to promote economic, environmental and health benefits of not using the car; show a 10% decrease in the number of car journeys to school

This was a whole school project, involving all 212 pupils and their parents.

A baseline survey on how primary school pupils get to school was carried out at the beginning of the project and repeated at the end. The results showed that concern about the speed of traffic and road safety were two of the major reasons why parents brought their children to school by car. Callander and Climate Change responded by supporting the following actions:



Walk to school week and Police speed survey - May 11

- Primary 6 pupils worked with the local community police for 2 days. They used speed guns and stopped speeding motorists on the main road (A84) through the town. The motorists who were stopped were asked to talk to the children who went through a questionnaire (designed to raise awareness of road safety) with them before sending them on their way with a warning! This activity, part of walk to school week, generated much interest among parents and really captured the imagination of the children. The school plans to repeat the activity this year.

• Work with Callander Primary Parent Council (CPPC) to address speed of traffic

Two meetings with Transport Scotland/ Bruce Crawford (MSP) and Central Scotland Police have taken place. Transport Scotland carried out surveys of the traffic speed and a review of the accident data.

Improvement to the signage at the entrances to the town has been agreed. Callander Community Council and the High School have now joined the group and priorities will be set at the next meeting. As reduction of speed to 20mph does not seem to be possible on a trunk road where there is no direct school frontage, it is likely that the group will focus on improvement to the pavements, snow and ice clearance, road safety training for children, young people and parents and improved safety at dropping off/picking up zones.

- **Walk Once a Week (WOW)**

In partnership with the school the “Walk Once a Week” (WOW) programme was introduced in October and maintained throughout the 2011-12 school year (see www.walktoschool.org.uk/our-projects/early-years-and-primary/walk-once-a-week). This scheme means that children can receive collectable badges if they walk to school once a week for a month.

- **Bike-tastic event**

On September 3rd Callander and Climate Change with Callander Primary School Parent Council, Callander Sport and Activity Project and Active Stirling sponsored this very successful family event. It was designed to encourage youngsters to enjoy cycling and stay safe and attracted around 150 people (children and adults), in spite of some torrential rain earlier in the day.

With the help of our partners, activities such as cycling skills courses, fun races and games, as well as (most popular of all!) a slow cycle challenge were enjoyed by both children and adults. Before the cycling events there was a mass cycle safety check and the community policeman was hard at work all afternoon security coding 48 bikes. Local cycle hire companies supplied cargo bikes, trikes and recumbent bikes for all to try and also generously donated many of the prizes.

Refreshments were available with almost 100 smoothies made in a cycle powered liquidiser. Bike art, face painting and cycle hoopla (with old bicycle tyres!) were also part of the fun.

- **Fun Biking Club**

Callander Primary Parent Council (CPPC) followed this up by organising activities for Active Stirling’s Cycling Proficiency. With support from CandCC a Fun Biking Club was started on 21st October for P3 and P4. The sessions were oversubscribed and had to be split into 2 shorter blocks to accommodate everyone. 23 pupils were involved and attendance was good despite some cold, dark and rainy winter afternoons.



3. Run a sustainable transport forum to consult with all stakeholders

As Callander Community Council also has improving rural transport in and around Callander high on their agenda, Callander and Climate Change began working in partnership with the Community Council on this issue in July 2011 under the title of ‘Callander and Rural Transport’ (CART).

On August 29th CandCC hosted a sustainable transport forum event for CART. The meeting aimed to identify all key parties involved in local transport, any gaps in current and planned transport provision, share plans for the future and capture rural transport requirements for Callander.

This was viewed as an important first step in identifying possible alternatives to the car. 18 different organisations (the number reflects the complexity of the issue) which had an interest in local transport issues were represented:

- Brig o' Turk Community Council
- Bruce Crawford MSP
- Callander Community Development Trust
- Callander Enterprise
- Callander Health Council
- Callander Kirk
- Callander Primary School Parent Council
- Callander Youth Project
- Central Scotland Police
- Demand Responsive Transport
- Forth Valley Rural Health Project
- Great Trossachs Forest
- Loch Lomond and Trossachs National Park
- McLaren High School
- McLaren Leisure Centre
- NHS Forth Valley
- Stirling Council
- Wheels Cycle Hire

4. Prepare a Community Transport Plan for Callander with a target of a 32% reduction in emissions from car journeys by 2020

Following on from the Sustainable Transport Forum a transport questionnaire was distributed to the whole community in November. The aim of the questionnaire was to establish the needs of the community in relation to transport.

It was printed as the centre page spread in the November BLV, which is delivered to every household in the community. In addition, every community group in Callander was contacted (more than 70 groups), and responses came from a wide variety of groups, such as the Dance Connection, the Rural Inclusion Group (carers), the Callander Youth Project, McLaren Community Leisure Centre users, the Craigard Club (senior citizens), Callander Kids (parent and toddlers) and the Patient's Forum at Callander Health Centre.

Questionnaires were available at the library, the National Park offices (both also acted as collection points) and at medical and dental practices, available to patients and staff. They were also distributed to parents through the Primary School and a focus group drawn from senior pupils at the High School was consulted. A PO Box number was made available by the Development Trust to provide an alternative way of returning the questionnaire

The analysis of the questionnaires and these themes was then presented back at a further meeting of the CART stakeholders in January 2012. The purpose of this meeting was to feedback to the transport providers the demand from the community and to agree how best to prioritise and tackle the issues; we also looked at what would be feasible for each body to do and how to work together better to deliver what the community needs within appropriate budgets and constraints.

Following the CART stakeholders meeting, the main findings from the questionnaire and the transport providers' response to the community was highlighted in the March edition of the BLV and discussed at a public meeting: 'Callander Takes Action' during the In Callander for Callander Festival in March 2012.

The information from the results of the transport questionnaire and the CART meetings was used to inform the Community Transport Plan. This Plan then identifies themes and priorities that emerged from the research, sets out the options for improvement and makes recommendations for action. Finally, the possible costs, time scales, implementation partners and CO2 savings of the actions are identified in a 'New Transport Agenda for Callander'.

5. Additional output: Fuel efficient driver training

We took the opportunity as part of our Festival week (detailed elsewhere) to offer a day of Fuel efficient driver training, as supplied by the Energy Saving Trust. 8 participants each received a 50 minute lesson from a qualified driving instructor on the roads around Callander.

Transport Outcomes

More people in the community now travel by low carbon methods and Callander has a Transport Plan for reducing carbon from travel by 32% by 2020

23% reduction in car journeys to school achieved - target of a 10% reduction exceeded

This exceeded our target 10% decrease for the year and, because of the school's commitment to this project and the continuing work of the Parent Council on Safe Routes to School, we are confident this decrease will be maintained and increased.

Getting to School Survey Results:

	Feb '11	Feb '12
% of pupils walking / cycling	49%	62%
% of pupils using car/bus/taxi	51%	38%
No. of pupils on school role	205	212
Total no. of responses	97	104

This is equivalent to a reduction of 23% in the number of car journeys or 13,314 fewer miles driven

The results of the WOW interim survey in November showed:

63% walking or cycling leaving 37% using car/bus/taxi, despite this survey being conducted in a different way the figures are similar so we can be confident our figures

are robust and the behaviour change is long lasting.

Note: The February survey was one that children took home and parents completed for a snapshot of a single day, the November one was from data collected in class every day for a month and averaged.

CPPC/school will continue with WOW next year, they will also continue to lobby for improvements to the safety of the roads (including working with the Police and their speed guns!) and will hold a Bike-tastic event again in Sept 2012 with a view to making it a yearly event.

The School is applying for a Cycle Scotland Cycle Friendly school award which involves writing a comprehensive travel plan for the school with the involvement of pupils, staff, community and parents. CPPC are also fund raising for a covered cycle parking store.

Note also that several members of CPPC have completed the carbon conversations course which adds to their ability to carry their group forward in a more sustainable way.

Reducing the number of cars on the school run has had an impact on the safety, health and well being of pupils (and their parents). Economically it saves money on fuel, vehicle and road costs and environmentally it has led to a reduction in carbon and other pollutants around the school.

Carbon reductions from a 23% reduction in car journeys to school = 5.4 tonnes CO₂e

Recruit 40 people to a lift-share scheme - target not met

Following extensive research, it was concluded that setting up an online lift-share scheme was not feasible within the present project parameters.

Tactran (www.tactranliftshare.com) offered the best scheme and would assist in setting up a Callander page on their site but this would only be available free to users for the first year, thereafter the user group would incur a £600 annual maintenance charge. It was considered unlikely that, in a town the size of Callander, it would be possible to recruit sufficient users within a year to make the scheme financially sustainable in the longer term. In addition, there was little response to the first two requests for expressions of interest in a lift-share scheme, although a more targeted question in the Transport questionnaire brought 40 positive responses. This, perhaps, showed that awareness and willingness to participate is increasing. However, as highlighted in the CCF Review, behaviour change in respect of travel is a difficult area and it became obvious that it will take longer than the period of this project to build sufficient support in the community for a viable lift-share scheme.

Run a sustainable transport forum (2 meetings held) – target exceeded

A huge amount of awareness of the need to change to low carbon methods of travel and also of the challenges and complexity of this issue has been raised through:

- Working with the Community Council under the acronym of CART (Callander and Rural Transport)
- The two CART meetings with Transport Stakeholders attended by 18 different groups involved in Transport provision in the area.
- The engagement across all sectors of the community through the Transport questionnaire.
- Inclusion of transport as a key issue in the Charrette process, where it is identified as one of the Ten Principles: “Callander will be; An integrated and sustainable transport hub for the area and the National Park, safe for everyone”. The Ten Principles were defined as the principles which would “underpin all plans for the future and could be used to help determine if a development proposal or initiative was “good for

Callander”. This is evidence that our ethos has been embraced on this issue. Add to this that one of the main visions from the Charrette for the development of the town is to see it as a “Walking Town” and it will be seen that we are getting our message across!

This first CART meeting was aimed at identifying what provision there already was and then to see where the gaps or overlaps were. It facilitated an exchange of views and understanding between the many different organisations involved in transport issues at a community level, something that had never been achieved before and was seen as an important a first step to improving services. The report of the information gained from the meeting is available in (Appendix 3a) with a summary of the role, in relation to transport, of each organisation attending (Appendix 3b). These documents were submitted to the Callander Charrette process.

An evaluation of the success of the first CART meeting in achieving its objectives was carried out using an evaluation wheel technique (see Appendix 4). The results showed:

- Nearly everyone thought that we had been successful in identifying the key parties involved in the issue.
- Most also thought we had gone a fair way to identifying the needs of the community. We acknowledged that there was still work to be done in this area through the Transport Questionnaire and the "Charrette" process.
- There was some uncertainty as to what we had agreed as the next steps to engage with the community. We clarified this through engaging the community with the questionnaire and setting up the January CART meeting to identify the key issues in response to the results of the questionnaire.

Prepare a Community Transport Plan for Callander – target met

The response to the community Transport Questionnaire (see Appendix 5) was excellent with 286 questionnaires returned (a total of 17% of households in Callander). This response provided a huge amount of useful, valuable and relevant data gathered from individuals using both qualitative and quantitative methods. Many people took time to write specific comments, this was clear evidence of how important the issue of rural transport is to those who live and work in and around Callander. A good cross section of the Callander community was represented in the information gathered with responses across all ages and a mix of those who commute/work/are retired/have specific needs relating to mobility/disability and so on. Clear themes regarding transport issues emerged from feedback gathered via the questionnaires under the following headings:

- expense (of public transport)
- flexibility
- routes/connection availability, timings of public transport services
- access for disabled/elderly
- condition of buses
- speed and road safety concerns
- lack of safe routes to school
- parking for Callander residents.

Information was also gathered on the potential interest in alternative schemes for Callander including a rural car club, lift sharing, more bikes, improved access for cycling within Callander and better pathways / walking routes. The information from the Transport Questionnaire was then presented at a second CART meeting in January. This meeting identified the following key priorities:

1. A clear view from the stakeholders that Callander is currently well served by public transport in and around Callander and within the Trossachs, this is especially so with the introduction and recent expansion of the Demand Responsive Transport service (DRT). However, it was recognised that the service needs better promotion to encourage greater use. Callander Community Council, Stirling Council and the DRT providers are to work on a communications strategy to better publicise this service to potential users.

A separate article in February's BLV, provided by Stirling Council's Public Transport Co-ordination Officer, gave details of how everyone can access the DRT service. This article focussed on the fact that this service is effectively a taxi service for the price of a bus fare – and free for elderly and disabled cardholders. This is seen as the first part of the new communications strategy for the service.

2. The recognition that there is the need to make improvements to the bus services in to and from Callander but that this is challenging in the current economic climate. There is therefore a need to find alternatives to both the bus and private car journeys. Lift-share / ride-share and community car clubs may be part of the solution.

3. The infrastructure for cycling and walking needs improvement to increase activity in these areas. This was also a major proposal to come forward from the Charrette process and the Callander Partnership (Stirling Council, Callander Community Council, CCDT, Callander Enterprise and the National Park) are pursuing this.

The results of the questionnaire and the key priorities were then reported in the BLV and at the public meeting re the Charrette on 19th March. This ground work laid the basis for commitment to the Community Transport Plan which shows a detailed pathway for achieving the target 32% reduction in CO₂.

The Community Transport Plan makes recommendations for improvements and action under seven headings, summarised as follows:

1. Local Buses

Set up of a “Bus users group” (“Travel BUG!”) to lobby and negotiate with Stirling Council, the Health Board and local operators for improvements to the bus service.

2. Demand Responsive Transport

Ensure that the communications strategy is put in place and the DRT service becomes better used.

Ask Stirling Council for further information about the financial implications of increased useage and continue to monitor the situation.

3: Cycling and Walking

Continue to research routes and funding for additional cycling routes to/from Stirling and surrounding areas for tourists and locals.

Set up a new group specifically to take responsibility for researching the feasibility of and funding for a new bridge and paths at the east end of the town to take walkers / cyclists from the Gullipen View area to McLaren High School and Leisure Centre.

Continue to work with Transport Scotland re the extension of safe routes to schools for walking and cycling

4: Greener Car travel

Investigate the feasibility and funding of setting up a car club, possibly to include an electric vehicle.

Organise a meeting of all interested in liftsharing and consider suitable website services to promote it.

5: Information

Ask Stirling Council and bus operators to provide a monthly update on bus services / promotion of DRT for a Travel page in the BLV.

Provide Green Travel courses / plans etc for businesses, schools and individuals. Other promotional activities to be considered, such as updates on www.incallander.co.uk.

6: New Technology

Seek to install charging points [for electric cars] within the town – learn from Fintry’s experience – link with having an electric vehicle for car club and lobbying National Park and other organisations regarding their use of electric vehicles and local charging points.

Continue to work to bring improved broadband connections to Callander.

7: Tourist Transport

Consider the Reintroduction of the Trossach’s Trundler.

Liaise with providers about improved tourist services.

The full plan is available to download from our website, at:
www.callanderandclimatechange.org.uk/downloads.html

Comment from **David Brown**, Public Transport Officer, Stirling Council:

“Callander and Climate Change have recognised the relationship between appropriate transport choices and climate change and have addressed the transport issues in a professional manner with realistic expectations and targets.”

Our research has revealed that preparing a community led transport plan is ground breaking work. Although some communities have produced excellent maps and travel guides relating to existing services, which encourage more sustainable travel in their area, we have been unable to find another example of a transport plan written by a local community with a sustainable and integrated transport strategy for the future.

Quote from **Alycia Hayes**, Constituency Assistant to Bruce Crawford MSP:

“It sounds like a herculean thing you are trying to achieve [...] perhaps that impression is what put people off volunteering [...] but I am glad that an information campaign on what is available is underway, because I think a large part of the problem is perception and perhaps outdated opinion. The price is a problem in my view, so perhaps operators could be persuaded to run a price incentive for a fixed period or issue books of 10 tickets with 2 journeys free or something to increase footfall. As was pointed out - if the buses were fuller - the prices could come down. I am not sure what practical help I can be other than what I've just stated, but if I can be of assistance, please feel free to ask. [...] I was really impressed by what you put together, so felt I should just let you know - for what it's worth!”

Carbon Reduction predicted by Community Transport Plan 315.3 tonnes CO2 e annually

Additional outcome: Fuel efficient driver training

Participants each received a driving lesson. All reported that they enjoyed the lesson and found it an eye opening experience. The principles taught can be applied to any vehicle and to both town and open road driving. One of the participants was the bus driver for Callander Youth Project, where her work mileage is 50,000 miles per year and she will be passing on the information to her work colleagues. The Energy Saving Trust have found people save 15% on their fuel following the training.

Carbon reduction from Fuel Efficient driver training: 10 tonnes CO2e

FOOD

Food Outputs

1. Umbrella Group Established

CandCC supported the establishment of a new umbrella group “Fruitful Callander” with representatives from The Greening of Callander, The Horticultural Society, The Scottish Wildlife Trust, Callander and Climate Change and the McLaren Community Leisure Centre. This group is working together with Callander Primary School, McLaren High School and Callander Youth Project and local individuals to explore and establish projects related to the growing of food and ornamental greens, and the spreading of wildflowers in the town.

2. Community orchard

After exploring several sites in the area for availability and suitability Callander began planting its own Community Orchard at McLaren Community Leisure Centre (MCLC) (see Appendix 6 for planting plan) in November.

Twenty volunteers, mainly from the Fruitful Callander group assisted with this, along with one or two from the nearby rugby training, which was taking place on the adjoining field! The planting was completed a few days later with the help of McLaren High School pupils. 33 trees were planted in total at the Community orchard site, which is open to the public at any time.



Before the planting days arrangements re orchard ownership, health and safety and insurance were agreed with the MCLC Board. In addition, two staff members from MCLC have undertaken, together with two of the CandCC team, a six month part-time course leading to a Certificate in Orchard Care and Management in March 2012. This will ensure the sustainability of the orchard and an orchard management plan can be developed for the longer term.

A further 117 fruit trees were planted throughout the town: Callander Primary School pupils planted 11 trees in the school grounds and now have a small orchard of their own and a street community in Bridgend planted 5 trees. The Callander Youth Project (CYP) planted 10 trees in their back garden, and the local Roman Camp Hotel added 5 trees to their walled garden and has agreed to lend their garden for the use of tours and workshops. Another 72 fruit trees were distributed throughout Callander to individual gardens, forming a “virtual orchard” for the benefit of wildlife and local fruit production.

In total we planted 150 apple, pear and plum trees throughout Callander.

3. Allotments

In spite of an exhaustive search, negotiations with landowners and help from outside agencies, it has proved impossible to find land for allotments within the present project period. This is especially disappointing as we have 30 people from the local community currently on a waiting list for allotments and, when we began the project, one landowner had already expressed interest in allocating land for the setting up of a Local Food Initiative, including allotments.

Several meetings were held with the owner of the Cambusmore Estate (much of the land surrounding the town). However, although two possible options for sites were identified, negotiations ultimately became very protracted and it seemed the estate was unable to release land as “...allowing the use to be changed and for the community to lease it even for a short period of time will adversely affect the Estate when selling this land for development due to taxation law.” Agent for Cambusmore Estate.

Land within the town, which would have been ideal, owned by Drummond Estates was also investigated but again the landowner was unwilling to sell or lease this land due to potential development opportunities. Stirling Council were contacted and were helpful in identifying council owned plots. Other public and private landowners were also approached, including local farmers and the NHS. All together around 18 sites were investigated but none proved suitable due to conflicts with existing or potential land use or because they were subject to flooding.

A meeting was held with Sheila Hobbs from the Land Advisory Service of the Federation of City Farms and Community Gardens (FCFCG) who then spoke to all landowners on our behalf but to no avail.

Ian Welsh of the Allotments Regeneration Initiative (ARI) also visited to look at a site next to the pitches at McLaren Leisure Centre. However, he advised that the site was too small for allotments and difficult to cultivate as it is on very boggy ground (for more detailed information on site research, see the feasibility study at <http://www.callanderandclimatechange.org.uk/downloads.html>).

The only possibility that remains is in the development an area of land at Balvalachlan, which lies about a mile to the west of the town at the junction of the A81 and the B822. This site is in the process of being acquired by Stirling Council for a new cemetery. Land purchase is dependent on planning approval and successful purchase from the current landowner. Within the planning application there is provision for some of the land to be made available for a local food growing project and the Council have approached CandCC to ask if we would be interested in this proposal. However, the planning process has already taken four months and there will now not be a decision until after the end of the current project. We look forward to starting negotiations as soon as possible once the planning process and purchase are complete.

More imaginative ideas for local food production were therefore explored as an alternative to allotments. Contact was established with community food schemes such as Incredible Edible Todmorden (www.incredible-edible-todmorden.co.uk), Edible Stirling, and the Fife Diet (www.fifediet.co.uk). In addition, Garden-share was promoted and other allotment sites at Dunblane, Bridgehaugh, Bridge of Allan, Gartmore, Linlithgow and Rouken Glen were all visited to learn from their experience.

4. Callander Youth Project

As a result of our search to find other ways to establish local food production within this project **Callander Youth Project**

Permaculture Garden, Phase 1 was set up with 5 raised no-dig beds developed (17m²) and planted up with herbs and vegetables. Two of CandCC's courses were delivered on site (Making Raised Beds & Grow Your Own) instructing CYP young people and a few adults (intergenerational training) how to build raised beds, which vegetables to grow in them and how to maintain and care for them.

A Memorandum of Understanding was drafted with Callander Youth Project giving permission for use of the land as a permaculture garden and agreeing a management plan for beyond March 2012. Other small sites around the town at Ancaster Square, South Church Street and the McLaren Leisure Centre were identified for food growing but it was not possible to achieve the necessary partnerships and permissions for work to proceed with them within the timescales of this project. However, the Fruitful Callander will be progressing work on these sites beyond the end of the project and a meeting has been set up with David Crichton and Derek Leitch from Stirling Council to discuss the first Edible Border site in Callander.

5. Box scheme

Following research into possible suppliers for an organic fruit and vegetable box scheme, the nearest supplier was identified as Bellfield Organics, based near Abernethy in Perthshire. Promotion in the BLV resulted in the scheme being introduced to Callander in established in May 2011 with 8 regular users. Attempts to set up a scheme for meat suffered a set back due to the local supplier (Gartartan Farm) going out of business.

Alternative availability from local suppliers was also investigated with the "My Local Farm" in Bridge of Allan but further recruitment into the box scheme was difficult due to problems with the quality, particularly the freshness, of some of the produce supplied.

6. Courses / events to encourage local sustainable food production

Altogether 8 food related courses and 3 events were put on during the project:

Food Courses and Events

Date	Course	Number of Participants	Notes
16 /17 July	Permaculture Introduction	18	Included local residents, staff from CYP and some members of our own team
13 Aug	Wild Food Foraging	18	Included families
23 Oct	Fruit Fair	>100	See below
19/ 23 Nov	Planting of Community Orchard	20	See above
7 March	Raised bed construction	9	Included 2 young people, a few local residents and staff from the Callander Youth Project
12 March	‘Grow Your Own’ Workshop	7	Included 1 young person and a few local residents
13 March	Pruning Workshop	6	Local residents, but all new to CandCC
14 March	Bread making	12	Local residents, mostly new to CandCC
15 March	Cordial making	5	Local residents
28 March	Official Opening of the Callander Community Orchard	15	By Callander’s Citizens of the Year and children from McLaren High School
31 st March	Permaculture and Orchards Workshop: how to design a garden	7	Local residents

7. Food Feasibility Study

Originally, this Local Community Food Feasibility Study was included in the application because of very promising negotiations with a local landowner in Callander about the set-up of a local food initiative on a sizable plot of land east of the town (see above). It intended to explore and study the feasibility of a medium to large scale project that would provide the town with part of their food needs.

This project had the support of 30 people interested in allotments, several community groups (e.g. the Greening of Callander, the Callander Horticultural Society, the Callander Allotment Group) and the local Primary School, all keen to promote the growing and consuming of local fruit and vegetables.

However, after months of negotiating and the active involvement of Sheila Hobbs from the Land Advisory service, an agreement with the landowner could not be reached and we had started looking into alternative opportunities for local food growing.



As a result, the feasibility study became an enquiry into opportunities for community food growing in Callander, both identifying unused areas of land in Callander that could be turned into community growing spaces and/or biodiversity areas, and exploring community food growing schemes as seen in other communities throughout the UK which show potential and suitability for Callander.

With this change in emphasis the target of a 22% reduction in carbon emissions was abandoned. From March 2011, CandCC project officers visited numerous potential sites and spoke with local landowners and Stirling Council officers to discuss unused plots of land that could be used for the growing of food.



They also explored different approaches to community food growing and visited several communities to discuss their community growing schemes. For more detailed information, please see our feasibility study "Opportunities for Community Food Growing in Callander" which is available on our website at: www.callanderandclimatechange.org.uk/downloads.html

Food Outcomes

People are now growing and will soon be able to eat more local, seasonal and organic food

The number of people involved with food growing in Callander has increased considerably in the past two and a half years that Callander and Climate Change have been raising awareness about the advantages of local food production and consumption.

Additional members of local groups The Greening of Callander, The Callander Horticultural Society, the Scottish Wildlife Trust and McLaren Leisure Centre have become involved with 'green' projects all over town.

"Over the last year it has been inspiring to work alongside members of the Callander and Climate Change team, particularly Astrid and Mandy, on the Fruitful Callander project. The Community Orchard, soon to be officially opened, is the result of sustained work and commitment on their part over many months. It is not easy to persuade members of the community, who all lead busy lives, to join in this type of work and give of their time but Astrid and Mandy certainly lead by example and their cheerfulness and enthusiasm is heart-warming. The Greening of Callander group has benefitted from their support and encouragement in our projects in Ancaster Square and the longer term creation of a Community Garden in South Church Street. Negotiations over potential allotment sites have unfortunately come to nothing, but it was not for want of trying." **Hilary Gunkel: Greening of Callander.**

The orchard planting day and the food courses saw about 20 new residents involved on top of our 'old friends'. The community orchard involved several members of the McLaren Leisure Centre's board and staff involved who are now committed to its care and maintenance.

The virtual orchard project saw over 100 residents taking up the growing of their own fruit by planting an apple, pear or plum tree in their garden. A few young people and CYP staff members have committed themselves to turning the back garden of the former Bridgend Hotel into a high yielding fruit and vegetable patch.

Since the beginning of this project in April 2011, an additional (minimum of) 150 local residents are growing more of their own fruit and vegetables.

This number is likely to increase considerably over the next few years with the adoption of the Incredible Edible approach to food growing and sharing in the heart of Callander and – hopefully in the longer term – use of land to be purchased by Stirling Council and leased out to the community for allotments, an additional orchard and a community garden.

Establish a community orchard and plant 75 additional fruit trees in the community –target exceeded

This project has established a community orchard of 33 trees, has planted a further 117 around the town (**150 in total**). Investing heavily in the provision of training on the care and maintenance of fruit trees throughout the project means that the trees will be well looked after and, when they mature, they will provide local, seasonal and organic food.

To ensure the success of the project we sought involvement from interested individuals and a number of existing organisations and set up the "Fruitful Callander" group to bring them together. By showing individuals in these groups that fruit growing also furthered their aims we were able to change attitudes and gain buy in to local food production. Our experience here confirms one of the key findings in the CCF Review that successful projects can be achieved by tapping into personal motivations. The list below shows the organisations with the additional motivations that brought their involvement in the Fruitful Callander group:

- McLaren Leisure Centre - Health and well-being, and building rapport with the community
- Scottish Wildlife Trust - Wildlife conservation, particularly wildflower planting under fruit trees and bee / insect conservation
- Greening of Callander - Beautifying the town in a productive and useful way

- Callander Horticultural Society - Promoting interest in fruit growing and horticulture generally
- Callander Primary School - Environmental education, part of being an Eco School, health and well-being

“Fruitful Callander has performed an important role in coordinating activities of several groups with overlapping interests (SWT, Greening of Callander, Horticulture Society, McLaren Leisure Centre.....). Callander almost suffers from too many groups set up by well-meaning individuals but spreading resources too thinly. CandCC has provided important cross-fertilisation to share skills and information”. **Lesley Hawkins: Secretary of Callander Branch of SWT.**

Carbon reductions 2011-12 from fruit from trees 1.2 tonnes CO₂e

Lifetime emissions savings from fruit from trees 24 tonnes CO₂e

Set up a minimum of 20 allotments - target adapted

Our search to find land for allotments forced us to look elsewhere and so led to a productive partnership with Callander Youth Project. The CYP has recently acquired new premises at the former Bridgend Hotel, Callander. The site includes a former beer garden that CYP are keen to use for food growing. With our help 5 no-dig raised beds were established (17 m² growing space), and a small orchard of 10 fruit trees. The project was showcased during the Festival week between 12th and 19th March.

To increase their sense of ownership, their knowledge and their practical skills Callander youth were encouraged to become involved in the design and the planting up of the garden from February onwards. The exemplar garden also gives the opportunity for youngsters to be trained in orchard care and in permaculture principles and it will also be available to the community for future courses on fruit production and care,

growing your own vegetables, permaculture principles, rearing chickens and much more.

A staff member at CYP has undertaken the Permaculture Design course, alongside two of our own team members, to help ensure the future of the Garden at CYP.



Interestingly, young people at the Charrette came up with the idea of the town having allotments so that young and old could work together on practical projects, giving the young people a chance, as they saw it, to show older folk that they weren't (in their words) "a waste of space".

Carbon reductions from vegetables grown in raised beds: 0.58 tonnes CO₂e
Lifetime emissions savings from from vegetables grown in raised beds 11.6 tonnes CO₂e

8 regular users for box schemes recruited - target partially met

An evaluation of the main box scheme showed that there was dissatisfaction with the quality and freshness of the produce provided. 25% of respondents rated the quality of the fruit as poor and 50% rated the vegetables as average. The service was also rated either poor or average by responders, with deliveries coming when someone was on holiday or when not ordered.

Price was also an issue:

"I felt it was quite dear compared to the supermarkets and a lot got wasted as it wasn't always very fresh".

Some people left the box scheme due to these difficulties and it was difficult to recruit new members, however a few stayed with it, valuing the organic and local:

"I like the fact that you support a local vegetable grower and that we get Scottish vegetables".

For full evaluation see:
www.surveymonkey.com
Username: CandCC
Password: Callander2011

6 courses to encourage local sustainable food production run - target exceeded

The **8** courses in local sustainable food production engaged a total of 84 people and helped enthuse and equip them for growing and producing locally.

In addition, the 3 food related events we held attracted further support: orchard planting (20), fruit fair (>100) and the opening of the orchard (15).

Fruit Fair

The group we initiated and facilitate 'A Fruitful Callander' sponsored this event with the purpose of raising awareness and engaging people with Scottish fruit and its usefulness in local food production. It was a fun social event for adults and children, celebrating local food, attended by over a hundred visitors, many of them people we had not spoken to before. Local businesses were involved, together with the Primary School and Fruitful Callander members. We welcomed many entries in the fruit tree competition and visitors were delighted to share their stories about fruit trees past and present.

Although the planting of the community orchard was not an official course, orchard Consultant Andrew Lear taught the children and adults who helped out the basic skills necessary to plant young fruit trees. The courses we ran were:

- Permaculture Introduction Weekend
- Food Foraging
- Making Raised Beds
- Grown your Own
- Making Bread and Soup
- Pruning
- Cordial Making
- Permaculture & Orchards

The Introduction to Permaculture course was valued by some for "Meeting with other like minded people and informal discussions; going outside to see actual examples of natural permaculture". One participant commented that it was "An excellent introduction to permaculture giving a broad strokes big picture of the subject". However, the course content and delivery was found unsatisfactory by a quarter of respondents and we therefore decided to use a different facilitator for the Permaculture & Orchards workshop on the 31st March giving a more practical focus. Evaluation of the Food Foraging course showed that everyone thought the course content and delivery was either excellent or very good.



People enjoyed the actual foraging experience and all the responders would recommend the course to others. The course was described as "memorable" and "enlightening" by two participants. There was, however, a suggestion from one or two that it "might be worth having a family one and a separate adult only one with slightly different activities".

The Grow Your Own workshop was aimed at providing people with practical advice on how to sow seeds, what type of compost to use and potting on was also demonstrated. Feedback was very positive with comments such as 'Tips that I would never have heard elsewhere' and 'it was inspirational and made me want to start doing more!'. The Pruning workshop provided discussions and tips on pruning fruit trees with practical sessions in 2 separate gardens in Callander. Evaluation showed overall that the majority of people thought it was a really good workshop. One person commented that 'it made me decide to grow most of my own fruit in our back garden'.



The Bread and Soup making workshop was the best attended workshop, led by Tom Lewis the owner and head chef at Monachyle Mhor Hotel in Balquhider. When asked what they enjoyed most about the workshop one comment was **"Everything! It was all SO enjoyable."** Other comments were:

"The course has inspired me to experiment with soup and bread making"; "Fantastic venue for all sorts of baking courses; hope you'll organise more!"; "What a promoter of fresh food this family is. I so enjoyed the passion and knowledge of Tom Lewis and his wife Lisa May".

Although the workshop on Cordial making was poorly attended there was good feedback. One comment on what they enjoyed the most about the workshop was: **"it was really informative gives you inspiration to try yourself"**.

Overall the workshops were very well received.

They seemed to provide an eye opening experience for a lot of the attendees with many committing to take positive action to increase their home grown food production.

Carry out a Local Community Food Feasibility Study - target met

As described in the Outputs section the focus of this study changed over the course of the project. Considering the lack of available land, CandCC decided to further explore different approaches. Contact was established with community food schemes such as Incredible Edible Todmorden, Edible Stirling, and the Fife Diet. Contact with Pamela Warhurst and Mary Clear from Todmorden led to a fuller and deeper understanding of this approach to community food growing in the face of the challenges ahead (more detailed information in the feasibility study) and the potential benefits for Callander.

We believe that the Incredible Edible approach fits our circumstances perfectly.

One of the main traits of this approach is that it's very hands-on, inclusive and empowering. It quite naturally raises a new awareness about the food that we eat and where it comes from. It re-acquaints adults and children with the history of food in their town, reconnecting us with the land and, on top of food, growing a sense of place and belonging.

It includes any opportunity to grow and share food, from the very small scale (herbs in a window box or foraging) to the larger scale (community orchards or gardens). An Incredible Edible Callander project could also bring together all existing and future food projects.

After taking in consideration all opportunities for food growing in Callander, this feasibility study reaches the conclusion that, to increase Callander's food growing potential, it could:

A. Adopt the Incredible Edible approach in the heart of Callander.

and should future negotiations prove successful:

B. Develop a larger scale food growing project at Balvalachlan, further afield.

COMMUNITY ENGAGEMENT

Community Engagement Outputs

1. Carbon Conversations Courses:



Carbon Conversations is an inspiring, practical 6-session course on low-carbon living. Participants come together to discuss climate change, what it means for them, their family and how it will affect our future. Discussions of practicalities are woven together with conversations of what future changes mean to us personally. Meetings are non-judgemental. Participants are encouraged to share ideas and views, and to make positive lifestyle changes. The 2-hour sessions take place fortnightly and are led by two trained facilitators using the official course materials.

Carbon Conversation courses were continuously promoted in the town to a wide variety of individuals and groups in the community. This has resulted in 30

participants being recruited for 6 courses as follows:

Attendance at Carbon Conversation Courses:

Dates	Numbers attending	Drawn from
Oct - Dec	6	Community
Oct - Dec	4	Young Mums
Nov - Feb	5	Young Mums
Jan - Mar	5	Community
Jan - Mar	5	Callander Kirk
Jan - Mar	5	Callander Youth Project
TOTAL	30	

A participant reunion was organised on March 8th, which saw 12 participants come along. The meeting was relaxed and informal, similar to the carbon conversations sessions. The former participants expressed the wish to continue to meet in the future, share contact details and organise another get-together in 6 months or so.

2. Train volunteers to be facilitators to run Carbon Conversations courses:

5 new facilitators were trained: 1 CandCC staff member and 4 volunteers (including a CYP staff member).

3. Set up a support network for Carbon Conversations facilitators in Callander:

As the majority of facilitators were only trained at the very the end of the project, this network is yet to be established but as all the facilitators know each other, the network is already functioning informally.

4. Organise and run public meetings/events:

The Hard to Treat workshop, Fruit Festival and Bike-tastic events are reported elsewhere.

As an additional event we supported the Ladies Circle to run a Clothes Swishing evening

The In Callander for Callander Festival ran as a week long series of events from 12th – 19th March (for full programme see Appendix 7). Organised at venues throughout the town and combining with local organisations that ran events for this period, it was designed to celebrate the community locally and sustainably. The Festival sought to highlight what was on offer in Callander for Callander people to take part in and enjoy.



We contacted every community group in the town (more than 70) and supported many of them by publicising what they do or their events through the Festival programme, articles and advertising in the Ben Ledi View. People were encouraged to attend their clubs, meetings or visits without using their car over the week of the Festival. A 'Walk a while and save a mile' slogan was used and groups such as Callander Amateur Operatic Society, took up the challenge using it on their publicity materials.

Day One brought March MADness when Callander Enterprise businesses gave local discounts in shops and restaurants. McLaren Community Leisure Centre also offered a range of free taster sessions at clubs and fitness sessions as part of their festival fun. Callander Youth Project provided a base for a week long display from a variety of community groups. This included plans for the new Diamond Jubilee Garden, which is being developed with support from the Fruitful Callander

Group and Callander Cubs expressing what they liked about being part of their community using hand drawn pictures and photographs to illustrate their points.

Information from Callander & West Perthshire Rotary Club and other voluntary sector groups gave an insight into the time local people give in support of their own and international communities. Callander Community Development Trust (CCDT) had contact details for over seventy local groups listed: everything from the Jazz and Blues Festival to the University of the Third Age.

Callander Sport and Adventure project, under the umbrella of CCDT, showed how to enjoy the outdoors in the Trossachs for free and Forestry Commission Scotland gave out DVD's and an interesting talk on the Great Trossachs Forest project was provided. Loch Lomond and the Trossachs National Park rangers set up a superb visual display, providing leaflets and local information on the places of interest to visit in the area. The Festival display attracted attention from all those participating in courses and meetings held at CYP during the Festival and a few other local people dropped in during the week.



In the Rob Roy Centre a time-line display of the whole CandCC project showed how the group had evolved from a concerned congregation into a whole community sharing, and working towards sustainability. This was alongside a display from Callander Heritage Society and both attracted around 100 people - locals and tourists.

The Callander Kirk services on Sunday March 18th focussed on the “Stewardship of Creation” with around 50 people at one service and over 80 at the second.

For those who preferred the outdoors, the local Health Walking Group led a walk to Bracklinn Falls, a local beauty spot. On Tuesday evening, the Scottish Wildlife Trust held their meeting with a focus on birdlife on oil rigs. Over the weekend, local artists offered Open Studio space for visitors to come and see their work. CCDT organised the annual Callander Spring Clean on 17th March and helped by fine weather over 200 volunteers turned out, including Mums and Dads with children and babies in tow worked alongside pensioners to clean streets and walks. More than 150 McLaren High School and Callander Primary P7 students were involved with teachers, including both Head Teachers.

Finally, to mark the end of the Festival and the beginning of new ideas brought through the Charrette process, a public meeting was held - ‘Callander Takes Action’. At this meeting, the community were invited to take ownership of the key principles and ideas to come from the Charrette process. 34 people (individuals and representatives from a variety of community organisations) attended

5. Set up new a project to work with young people of senior secondary school age

This was achieved in a number of ways: Through Kelvin Martin of **Stirling Council Youth Services** we contacted youth groups/clubs within the McLaren Cluster area and this led to us being given the opportunity to present 2 workshops to the Youth Group at Killin. This was a mixed age group from 11- 18 with the majority in our target age range of 14 – 17 years.

Julia attended a Closed Loop Design workshop provided by the Ellen McArthur Foundation which was a design challenge day for groups of school children in S5 and

S6. She was then able to adapt the process to a variety of group situations:

- a. Workshop 1: Apple Challenge – Introducing the idea of a natural cycle and closed loop; pressing our own apple juice and a design challenge to create a closed loop apple juice production business.
- b. Workshop 2: Recycled energy – Introducing renewable energy; 'cycling a smoothie' and team quiz on closed loop and renewable energy

At Callander Youth Project through:

- a. Running an eco club - with our support CYP has started a Saturday morning eco club with practical activities such as bird feeding, bird box making and seed planting so far.
- b. The permaculture exemplar garden - one of the staff has joined Astrid and Mandy from CandCC on a permaculture design course. Following this the garden at the CYP building (the Bridgend) has become an exemplar permaculture garden. This will create lots of opportunities for practical activities with the young people and the wider community.
- c. Working with the staff - the whole staff group (7 people) is taking part in Carbon Conversations.
- d. Advising on the building, thermal images were taken of the building (with the youngsters' help) and these will be used in helping plan alterations, upgrades and extension of the building.

The In Callander, For Callander Festival

Children of all ages were included in the Festival in March 2012. For example the church JAM group for young people devoted one of their Friday evening sessions to a workshop on stewardship and sustainability on 16th March. 18 young people attended.

6. Provide the local media with regular updates and information

Every month throughout the project Callander and Climate Change has secured a feature article in the community newspaper, the Ben Ledi View. Topics covered have included:

May	From the Old to the New - Introducing the new project.
Jun	Building capacity for the future - Advertising carbon conversation and permaculture courses.
Jul/Aug	Are solar panels really worth it? - Information on Feed in Tariffs and solar pv.
Sep	Here comes CART! - Promoting the Transport Plan, questionnaire and Lift share / car-share, Bike-tastic and Hard to Treat Workshop
Oct	A Fruitful Future for Callander - The community orchard and Fruit Fair.
Nov	Low Cost Energy Savings Add Up – Promoting no or low cost energy saving measures for domestic properties.
Dec/Jan	A Warning, A Festival and a Conversation - News about changes in FITs, plans for our In Callander, For Callander Festival and promoting autumn Carbon Conversation Courses. This edition also carried the Transport Questionnaire as a centre page pull out spread.
Feb	Still more action on making, growing, travelling, imaging and celebrating in Callander! – Promoting local food courses, update on Transport Questionnaire and a poem promoting the Festival.
March	Latest News from CART – A summary of findings from the Transport Questionnaire and response from the stakeholders' meeting. This edition also included a double page advert for the Festival and, through a sponsorship deal, our logo and a strap-line promoting the Festival on every facing page.

In addition, as we didn't wish to appear to dominate the content of the BLV, we achieved a lot of extra coverage through articles being submitted by organisations that we were working with such as Fruitful Callander, the Parent Council and Stirling Council. The Stirling Observer carried articles on the launch of the project, Wild Food Day, the Energy Information Pack, the Bike-tastic event and the Festival. The National Park magazine published an article about our activities entitled: "Orchards, Bikes and some Solar Panels". Our activities were also regularly highlighted in school notes and publications.

Website

The website was kept up to date with news and photographs of events. This work was mainly carried out by a skilled volunteer who also gave his services to the design and presentation of all our publicity materials and reports. See:

www.callanderandclimatechange.org.uk

Community Engagement Outcomes

Run 8 new Carbon Conversations Courses, each catering for a minimum of 8 people who have not previously been engaged – target partially met

6 courses were run with a total of 30 people attending. The evaluation of the courses showed that nearly 80% of those attending found carbon conversations helpful in increasing their actions in relation to carbon saving. The dynamic in the groups and the supportive, non judgemental atmosphere encouraged and inspired:

"I have been changing all my household cleaning products to eco friendly versions (I've even cut down bleaching my toilet to only once every couple of weeks!) and have been investigating new skin care and makeup products and when my old ones run out buying soil association approved replacements. I've even changed my old faithful deodorant to a potassium rock salt which I can't praise highly enough to anyone who will listen! I've been working through the checklists in the book to make changes to my house and have had cavity wall insulation put in. Solar panels at the moment look unlikely but are definitely something we might work towards in the future. Hopefully all this will help to cut down my carbon footprint which hopefully we can revisit in a few months to see if it has improved. The most exciting thing is that our department was looking for someone to be an eco champion to encourage others to recycle and switch off lights etc within the hospital and hopefully I'm going to start going to the meetings soon as my recent experience at the workshops might help make a difference on a larger scale!" **Arlene Watson – Carbon Conversation participant**

Other anonymous quotes from the evaluation:

“I really appreciated the energy use, transport/travel, food/water discussions most. Enjoyed the games, notebook keeping, checklists in the appendices, and the items I couldn't finish at the time, I am glad to have as a resource for the future. I felt the dynamic worked particularly well with our core group of 4 which was very supportive and non-confrontational.”

and

“It was always really useful being able to hear other people's experiences - the sessions were always really inspiring.”

For full evaluation see:
www.surveymonkey.com
Username: CandCC
Password: Callander2011

When asked at the participants' reunion about the effect the course has had in their lives so far, participants replied positively. Some said it has strengthened their resolve and has made them feel more confident in their choices: “it's about bringing about change and then getting used to new habits”. Others emphasised the feeling of not being “the only one out there”, but being part of a real community of people doing something.

As some of our groups had quite low numbers, CandCC successfully trialled facilitating courses with one facilitator (two are usually required) in order to spend working hours more efficiently. This approach was discussed and agreed upon with the developer of the course, Mrs. Ro Randall and might help to make the course more accessible for small communities. However, evaluation of this approach made clear that this is only advisable in very small groups (max 5) where the facilitator knows the participants.

We also organised a meeting for volunteers from non-funded community groups in Baldernock and Falkirk to exchange

knowledge and experience in setting up and running carbon conversations. This was useful and much appreciated.

Carbon reductions from carbon conversation courses: 34.2 tonnes CO₂e

2. Train 6 volunteers to be facilitators - target partially met

5 facilitators were trained. One facilitator left the area unexpectedly immediately after training which meant that the roll out of courses was not as rapid as we had anticipated. Volunteers have to complete the course before becoming a facilitator and so we only really began to recruit people for facilitator training towards the end of the project period.

However, the facilitators that trained in March all have expressed an interest in delivering the course as soon as possible after training. This should ensure a few more courses in the near future for which we still have handbooks available and the facilitator that left us is now volunteering with the Going Carbon Neutral Stirling facilitators of the course!

3. Set up a support network for Carbon Conversations facilitators in Callander - target will be met

All the facilitators trained through this project are local to or have connections with Callander. Most attended the participants' reunion on 8th March and will keep in touch after the end of the project.

4. Organise and run public meetings/ events - target met

Three major events were run:

- **Bike-tastic**

Attendance 150 people (adults and children). The enthusiasm raised by this event led to establishment of the Fun Bike Club

“Keira's Dad has been taking her out at weekends on her bike. It's more fun to do the games and things we saw you doing at bike club. Before we tried to take the girl's for bike rides but they got fed up after a mile or so. They are getting more confident on their bikes” (Elaine, Keira's Mum)

- **Fruit Fair**

Attendance approx 100. This was a successful and enjoyable event which brought in many people we had not spoken to before.

- **In Callander - for Callander Festival**



This festival aimed to take our annual festival from a single venue / one day event out into our community for a whole week. It tried to showcase all the town has to offer, whilst promoting sustainability: economic, social and environmental.

In contacting all the many and varied community groups in the town and gaining engagement from then, the Festival was a huge awareness raising exercise for CandCC. The events put on by CandCC and other community groups were generally well supported. We have recorded the numbers of participants in the events we sponsored during the week (see Transport, Food and Energy outcomes) but it is hard to estimate the total number of people involved in all the events sponsored by other organisations. However, we know there weren't many visitors to the drop in sessions where the displays from community groups could be viewed.

This could simply be because it was a new and unfamiliar venue for some and, in order not to clash with other events, was only opened daytime and weekdays.

Throughout the week, and especially at the “Callander Takes Action” meeting, we played a part in bringing the community together to discuss ways to achieve goals identified through the Charrette process for the future development of Callander.

Some in the town have already commented that the Festival was good idea and are asking, “Are we going to do it again next year?”

5. Set up new a project to work with young people of senior secondary school age - target met

Before and after “hands up” surveys at the Closed Loop Design showed that the workshops had the following impacts on the 15 young people attending:

- They were already well aware of Climate Change but they felt it was a negative, depressing subject where they were always being told they couldn't do things they wanted to.
- After the 2 workshops they felt much more positive about the subject and the future
- They were more likely to personally do something positive to help change things in the future.

We also left Youth project staff with more knowledge of Closed Loop Design and positive ways of working with young people on this topic.

We have worked with the young people in an indirect way; through training and assisting the staff in planning sustainability into other parts of their work and introducing different community groups to each other. Working in this way takes more time to yield results, however it greatly increases the effect going forward. After the end of our project, other young people will continue to access these or similar activities. We have created a ripple effect.

Angela Houghton of CYP commented:

“Working with Callander Climate Change has enriched our understanding of the challenges we face as individuals and an organisation in some of the issues faced through Climate Change. Through this working partnership we as a team feel better equipped to pass on knowledge and practical skills to the young people we represent and work with in the community”.

An illustration of bringing different community groups together and thereby hopefully increasing the efficacy of their work is the following: CandCC worked with the Ladies Circle to hold a Clothes Swishing evening. A successful evening in itself but it was built on afterwards. The money raised was ring fenced by the Ladies Circle for an environmental project of some kind.

At the same time CandCC brought together the SWT group and CYP to discuss the making and putting up of bird boxes at the cemetery. CandCC was able to facilitate using the money from the Ladies Circle to buy bird boxes made by the local cubs group for this project and to introduce all the groups to each other. A small joint activity was achieved but, more importantly, the groundwork was laid for many future joint projects. This is just one example of how we have successfully worked with groups throughout the community.

6. Provide the local media with regular updates and information to include: Ben Ledi View (10 issues), Stirling Observer, National Park magazine etc – target met

We have achieved comprehensive coverage of our activities through having articles in every edition of the community newspaper, the Ben Ledi View this year. The BLV is distributed to every household (1,700) and business in the community. Articles in the Stirling Observer and Park magazine have also served to raise our profile.

Engagement with so many community groups and use of their media (e.g. the

Primary School Friday note, the Community Council minutes etc) to provide information and promote events means that there can be very few people in our community who are not aware of our activities.

ENERGY

Energy Outputs

As householders' interest in energy measures almost always overlapped the 4 activities we set ourselves for achieving this key outcome, we, too, worked in a holistic way and this section has been written to cover all 4 activities with reference to a specific activity, where relevant.

1. Solar Photovoltaic (PV) training and research

Julia and Martin received 2 days training from James Hiddinga from Linlithgow on PV and solar thermal panels and assessing houses' suitability for such panels.

We spoke with Loch Lomond & Trossachs National Park (LLTNP) planning department to get up to date information on the planning requirements for PV panels in Callander (part of which lies in a conservation area). We also spoke extensively with local installers, suppliers and other communities to discuss bulk buy deals and came to an agreement (in conjunction with Going Carbon Neutral Stirling (GCNS) for a very competitive price from a local supplier, without the need for a bulk deal per se.

2. PV visits

10 householders were visited to advise on possibility of PV panels. Most of these received more than one visit as they moved from interest to serious consideration of the PV panels. Of these 2 installed panels and another 3 were actively making plans to get installations.

At this point the Government announced its intention to effectively halve the Feed in Tariff (FIT) for solar PV after a short 'consultation period'. As this had major implications on the length of the payback period people could expect, all interested householders decided not to go ahead with solar PV installation.

We therefore refocused our work as follows:

- continuing to advise on PV, as requested, but not actively promote it.
- continuing to advise on all renewables as requested
- spending more time on home visits for Low Cost and Hard to Treat advice, including the use of thermal images
- exploring possibilities for working with community buildings such as the Kirk Hall, Bridgend and Leisure Centre for all aspects of energy efficiency and renewable technologies

3. Disseminating Energy Efficiency Information

To disseminate information (and to publicise our services) we adopted a variety of techniques:

- Phone calls. During the Home Insulation Scheme (HIS) visits in Callander in May/June 2010 we were able to add questions to the HIS advisors' forms asking whether householders would like further contact from CandCC. This list of 'warm' contacts was used to contact householders to offer energy efficiency advice, to invite householders to events and to set up home energy visits. 75 households were contacted in this way and 10 home visits requested.
- An Information Pack was collated, publicised and distributed throughout the town. This pack contained information on PV panels, local planning guidance, EST leaflets on a whole variety of energy efficiency measures and information about our project and services. 50 packs were made and distributed.
- We placed articles in the BLV and items in the Stirling Observer on the subjects of PV panels and low cost energy efficiency measures. An informative, highly visual window display in the

National Park Office showing how effective low cost measures could be in carbon saving using examples from Carbon Conversations attracted a great deal of local interest.

4. Visits to Carbon Conversations participants

In addition to the visits relating to PV panels described above, we visited 20 householders who were taking part in Carbon Conversations to offer support in making an energy audit of their home and a six year energy reduction plan. This was very successful. 20 of the 28 carbon conversations course participants took up the offer of a visit.

5. Thermal Imaging

After arranging the loan of a thermal image camera, we surveyed 14 houses and 4 public buildings and produced a report for each.

6. Low Cost and Hard to Treat

Other home visits concentrated on low cost energy efficiency measures, solutions for hard to treat properties and renewables in general. Where possible we showed people, both in terms of money and carbon reduction, what the impact of their pledges and installed measures would be. We made good use of our libraries of light bulbs, energy monitors and standby saver plugs during these visits. 12 visits were made in addition to those already mentioned above.

7. Energy Events

• Hard To Treat Workshop

Changeworks were commissioned to deliver a workshop tailored to the needs of Callander's older and stone built properties and provide the opportunity for individuals to get advice. We promoted the event through the Stirling Observer, the BLV, calling warm contacts and targeted leafleting. 30 people reserved places and 22 attended on the night.

- **Energy Advice surgeries**

During the Festival week we held 2 energy advice surgeries with the help of EST. 4 people attended.



Energy Outcomes

New methods were introduced to help householders and community buildings reduce energy use as follows:

Ran an advice workshop for hard to treat properties - target met

The workshop ran smoothly and those who attended found it useful. People had the opportunity to ask questions specific to their own property and there proved to be some knowledgeable participants amongst the attendees (including a local architect), who were able to provide useful information to others as well as learning something new themselves.

However, the workshop proved slightly disappointing in two ways. Firstly, although we put a lot of effort in to individually contacting householders whose property could be classified as hard to treat and had 30 people who signed up to come (and we were hopeful of others through local advertising) only 22 attended on the night.

Secondly, we were disappointed that the workshop delivered was not better tailored to Callander housing stock; this in spite of providing Changeworks with photographs of local properties and agreeing in advance that it would be a bespoke format. This

event was, however, valuable for the people who attended and was also effective in getting key members of the community such as local builders and architects to engage with this issue. Even though they attended as householders we have since had queries from one or two of them asking to more information relating to their work.

Carbon savings from Hard to Treat workshop from pledged actions 27.7 tonnes CO₂e

Promote low cost efficiency measures - target met

In total 203 people have been contacted and offered some form of energy advice; of these 78 have received face to face advice.

Towards the end of this project we have found householders less receptive to becoming engaged in energy efficiency. Several people have told us the reason for this is that there have been so many cold calls from energy companies, so much advertising and negative coverage (this referring to FITs), that they have reached saturation point with this topic, so that even though we were offering independent advice, they did not want to hear it at the moment

Carbon savings from home visits: 4.2 tonnes CO₂e

Lifetime emissions savings: 36.2 tonnes CO₂e

Carbon savings from pledged actions: 10.2 tonnes CO₂e

Conduct a full household energy audit and draw up an 6 year energy efficiency action plan for Carbon Conversation participants - target met

20 of the 30 carbon conversations course participants took up the offer of a visit. All 20 pledged actions under the headings as detailed on the audit form (see Appendix 8)

Carbon reductions from carbon conversation home visits 2011-12: 16.4 tonnes CO₂e

Lifetime emissions savings: 136 tonnes CO₂e

Additional emission savings from pledged actions: 78.3 tonnes CO₂e

20 Households introduced renewable technology - target not met

10 householders were visited to advise on the suitability of PV panels for their homes. Without the changes in Feed in Tariffs we are confident that we would have met our target of at least 20 households installing PV panels.

Carbon reductions from solar pv installations 2011-12: 1.6 tonnes CO₂e

Lifetime emissions savings: 32 tonnes CO₂e

With the uncertainty surrounding FITs continuing and people's faith in the scheme severely damaged, it proved to be a good decision to refocus on other areas such as making more home visits and use of the thermal image camera with domestic properties and public buildings.

Public Buildings

As a result of our contact with CYP and engaging with them through the thermal imaging of their building they are giving serious consideration to doing an exemplar retrofit project, as part of the planned renovations of their building.

Quote from John Bothams, Convener Callander Kirk Halls: "Immediately following the visit to take the pictures the curtains were closed at 4 pm everyday the halls were in use because of the discussions on the day.

The Kirk Hall Management Committee met on the 1st of March 2012 and were shown the report by projection to a screen. This enabled a discussion of future action to reduce heat loss. The committee

found the visual evidence compelling. Quotations have already been sort for secondary glazing for the large window in the corridor, and plans are made to try and seek funding for further secondary glazing for the numerous windows.

The visit has provided extremely valuable information to the sustainable running of this significant Community and well used set of space resources - some 25 different groups per week of different ages (toddlers to 90 +) and a wide range of activities. The Callander & Climate Change team is thanked for taking the pictures and providing an accessible report on the findings".

Carbon savings from public buildings 0.2 tonnes CO₂e

Lifetime emissions savings from public buildings 4.7 tonnes CO₂e

Skills and knowledge acquired by staff and householders in relation to energy efficiency will remain within the community and continue to influence others.

Additional Outputs

The Callander Charrette

In the course of this project the Callander Partnership, which is made up of representatives of the Community Council, CCDT, Callander Enterprise, the National Park and Stirling Council, co-operated in a successful bid to bring the Scottish Government's Scottish Sustainable Communities Initiative Charrette process to Callander (see: www.scotland.gov.uk/Topics/Built-environment/AandP/Projects/SSCI/SSCICharretteSeries).

A 'charrette' is "an interactive and intensive multi-disciplinary event that engages local people with experts to develop designs for their community. It is a hands-on approach where ideas are translated into plans and drawings. It has been designed to provide new potential models of good practice for sustainable development and seeks to illustrate that

high-quality, sustainable places can be delivered across the whole of Scotland.”

Our “A Sustainable Future for Callander” document (an outcome of the first project) was used as part of the bid. Callander was chosen as one of the successful bids along with just 2 other communities in Scotland.

All Callander and Climate Change staff members attended nearly every one of the series of community meetings which made up the Charrette in the week beginning 21st November and took this valuable opportunity to influence plans for the future of the community.

Workshop for National Park staff:

Callander and Climate Change were also asked to provide a short workshop on their work as part of a Staff Away Day in June.

Additional Outcomes

The Callander Charrette: The report from the Charrette is available at: www.lochlomond-trossachs.org/living/callander-charrette/menu-id-896.html and it can be seen throughout the report, particularly from the “Ten Principles for Callander’s Future” (p27), where sustainability, localisation and transport are all key components, that much of the ethos that Callander and Climate Change promotes has been embraced by the community through the Charrette process

Engagement with National Park staff: Quote from Neil Black – Community Development Officer, Loch Lomond and Trossachs National Park

“The feedback has been very positive now that we are back in the office and all 4 groups said how informative and interesting your presentation was. It raised more questions on the bus back and it seemed to have set folk thinking about their own community actions which is always a good thing”.



Primary school children planting fruit

4 TRAINING

Training Courses:

The following events and training courses were attended by staff and volunteers during the project period:

Dates	Event / Course	Who	Provided by
05/11	Carbon Conversation Facilitation Training	Volunteer	Pamela McLean and Astrid Horward
18/05/11	Setting up and Sustaining a Community Garden	Mandy and volunteer	Growing Communities in Scotland
14/06/11	Project Management	Margaret	Future Balance
22-23/06/11	Power-down event	Sheona and Julia	Community Energy Scotland
16-17/07/11	Introduction to Permaculture	Astrid, Mandy, Lucy, Martin and 17 volunteers	James Chapman
20-21/07/11	Project Visits 2011	Sheona	Rural National - Community Network Transport (Strathspey)
8-9/08/11	Solar PV Training	Martin and Julia	J.Hiddinga Linlithgow
11-12/08/11	Understanding Social Enterprise	Margaret	Social Academy Enterprise
23/09/11	Funding workshop	Whole team	Jean Cowie, Stirling Council
30/09 – 01/10/11	Nourish Conference 2011	Astrid and Mandy	Nourish Scotland
07/10/11	Battleby Networking Conference	Mandy	
10/11 – 03/12	Certificate in Orchard Care and Management	Astrid and Mandy and 2 volunteers from McLaren Leisure Centre	Forth Environment Link Elmwood College
26-27/10/11	Carbon Conversation Facilitation Training	Margaret and 4 volunteers:	Pamela McLean and Astrid Horward
3-4/11/11	Conference on Fuel Poverty	Martin	Energy Action Scotland
24-25/11/11	CCF Gathering	Margaret	CCF
11 -12	Permaculture Design Course	Astrid, Mandy	

5 LEARNING AND REFLECTION

Callander and Climate Change 2 has been a wide ranging, ambitious project containing 4 main strands and some elements that have been innovative and ground breaking for a small community group. There have been many individual activities and targets. Inevitably some have worked better than others. We set out our plans and targets based on the best available information at the time and where we have had to adapt it has been mainly due to changes in the external circumstances.

Some of these changes have been negative, for example the FITs changes, while others have been positive like the arrival of the Charrette. We have adapted well to each change but if there is a lesson to be learned it is perhaps to give ourselves a little bit more flexibility in the project to allow these adaptations to take place more easily.

We have been very successful in engaging with other local community groups.

“For Callander Primary Parent Council, collaborating with Callander & Climate Change has been a very positive experience. Together, we have achieved the following:

- Through your survey of parents, a better understanding of some of the issues surrounding safer routes to school
- Campaigned for action to be taken by Transport Scotland in dealing with the threat to pedestrian and cyclist safety on the A84
- Encouraging children and parents to cycle to school and around the town, through your very successful Bike-tastic event
- Encouraging children and parents to walk to school through the WOW initiative

So many thanks for the work that CANDCC put in the last couple of years – it’s just a shame that your funding has run dry at a time when the momentum generated by your efforts is very noticeable and encouraging.” Barclay Milne Chair. CPPC.

Our Festival at the culmination of our project had participation from a huge number of groups. This is a great legacy for the project and a big step along the way to a sustainable Callander. Of course, this is a largely intangible effect, the carbon savings of joint projects will be small for this year. However, we can point to the numbers of key individuals from influential community groups such as the Development Trust, the Youth Project, the Community Council and Callander Kirk who have participated Carbon Conversations, or who asked for sustainability to be included in the Charrette outcomes.

We learned in our previous project that visible, fun events focussed on a single topic can be very effective. By keeping our own presence visible, but not dominating, a wider range of people are encouraged to come along. This has been the case for Bike-tastic and the Fruit Fair.

OVERCOMING BARRIERS

1. Changes in Government Policy / conflict with other schemes

The change in Feed in Tariffs adversely affected our ability to deliver our target in this area. The change effectively halved the FITs after a short 'consultation period' and had major implications on the length of the payback period people could expect.

Without these external changes we are confident we would have met our target of at least 20 households installing PV panels. Instead we refocused and through our work with public buildings and have started the process of energy efficiency improvements in at least 2 buildings.

We also narrowly avoided another potential clash with the Energy Efficiency Scotland Advice Centre's (EESAC's) "Renewable Hotspots" campaign in May 2011 when we were approached by the Wisegroup who were planning to target Callander for this campaign. As this almost exactly replicated our project to advise householders on the installation of photovoltaic panels and assist them in obtaining a bulk buy deal with a local supplier, we successfully negotiated for Callander be excluded from this particular campaign whilst still maintaining good working relations.

This is the second time CandCC has been affected by sudden changes in national projects – during our first funded period we had to re-profile following the introduction of the Home Insulation Scheme to the Callander area. As a small community project we feel powerless in the face of national schemes, we need CCF to represent us at a higher level to avoid such conflicts in the future.

2. Lack of availability of land for allotments

Having explored all possible sites for allotments and finding them all subject to development or flooding we re-profiled and (with CCF approval) looked at innovative and exciting alternatives. These included:-

- CYP Permaculture Garden - enabled the designing and planting of a permaculture based community garden at the Callander Youth Project.
- Edible Callander - we engaged interested groups in discussions about edible borders and community growing. Sites were identified and progress made and projects will go forward in the coming months.
- Additional time spent on orchard project and training – a new training course became available - the (certified) Orchard Care and Management training. It was offered by Forth Environment Link, amounted to 8 full days (56 hours). After the end of the project, it is expected, as one of the conditions of their successful application for the course, that participants voluntarily support

members in the community to care for and maintain fruit trees and the Callander community orchard(s). Both staff members volunteered half the time spent on the course.

- The Orchard project – proved so successful that additional time was allocated and a further 75 trees were added to the original 75 in the application.

3. Lack of good quality, reliable box schemes

Recruitment into the box scheme was difficult due to problems with the quality, particularly the freshness, of some of the produce supplied. We did try to overcome this by trying to identify other box schemes but there simply aren't enough around.

4. Access to senior High School pupils

Initial attempts to build on our successful work with the S1 and S2 at McLaren High school highlighted the difficulties of trying to work within school with the older 14 -17 age group (S3 upwards). School time is understandably prioritised for work towards qualifications and access to young people of this age in school time has not proved possible.

Undaunted by the lack of response from the High School, we found a number of ways of reaching this very important age group by gaining assistance from Stirling Council's Youth Work Service, Callander Youth Project and Callander Kirk's youth group JAM. This led to successful engagement with this age group in a more informal setting.

We also continued to involve the High School in specific projects such as the Orchard Planting day (S1) and included them in publicity for events and getting feedback from the community. An example of this is that the Transport Questionnaire was distributed through the High School and responses requested from young people, as well as parents.

OTHER CHANGES

1. Staff

Our Support Worker (Travel), who worked all year to gather support, data and information for our Transport Plan, suddenly had to withdraw from the project with less than six weeks to go, due to serious family illness. The production of the Transport Plan was the only task she had to complete and this put us under considerable pressure. However, we were fortunate, in consultation with CCF, to be able to transfer unused funds to contract in additional help to allow us to complete the Plan.

2. The Callander Charrette

During 2011 the Callander Partnership, which is made up of representatives of the Community Council, CCDT, Callander Enterprise, the National Park and Stirling Council, co-operated in a successful bid to bring the Scottish Government's Scottish Sustainable Communities Initiative Charrette process to Callander.

The Charrette in Callander consisted of a series of community workshops and meetings, in the week beginning 21st November, open to all and supported by a team of expert consultants appointed by the Scottish Government.

The Charrette process overlapped with the work of Callander and Climate Change (particularly on transport) and provided an unexpected opportunity to influence the future plans for the town. We attended and actively participated in nearly all the sessions. We were pleased to discover the degree to which others in Callander shared our views and with the outcomes achieved - sustainability being at the heart of the guiding principles.

ADVICE TO OTHER GROUPS / LESSONS LEARNED

Make use of local resources, where possible by:

- employing local people from a variety of backgrounds the project was able to benefit from their wide range of local networks and contacts.
- working with local experts such as David Brown Stirling Council's Public Transport Co-ordinator, Nigel Brookes (the National Park's Sustainable Transport Officer) and Andrew Lear (Appletreeman – orchard expert) gave the project access to detailed, relevant technical advice and experience.
- working with other local organisations e.g. Parent Council, Community Council, Callander Youth Project etc. The work in the Primary School is a good example of how working with other groups in the town, first by including them in our activities, then working together on a project can then lead on to them taking on sustainability into their own work, make it their own and carry it forward beyond the lifetime of the CCF funded project.
- working with other experienced CCF funded projects Linlithgow and GCNS brings fresh insights, experience and expertise.

2. Work with the senior High School age group (14-17) should be fun and positive

From our work with this age group we have gained some valuable insights which could be useful in future projects:

- When working with young people of senior secondary school age (14 years upwards) it is most effective to work using fun activities, practical challenges and positive projects.
- It seemed that (perhaps in part due to our previous work with primary and early secondary aged children) they have a good background of the facts of climate change.
- What is needed is to give them a sense that they can affect their own future in a positive way. Young people find it hard to imagine the world as any different in the future, and to see that they can influence their own environment.
- Closed Loop Design is an effective way of giving them the tools to do just this. As a conceptual framework it can be applied to almost any project or activity; and could be expanded into a project to get young people working with local businesses for example.

Working directly with the young people this year has allowed us to explore ways of making carbon reduction and sustainability fun and positive for them and also has allowed us to pass ideas to the staff working with the young people which can then be incorporated in their future planning.

3. It may be necessary to start slow and build up

- To encourage greater participation in Carbon Conversation courses we invited people along to a first taster session, rather than asking for commitment to 6 sessions before starting. Nearly everyone who came to a taster session then went on to commit to the full course.
- In our experience engagement in a lift-share scheme takes a long time to build up and people are slow to come forward.

4. Carbon Conversations courses lead to more effective engagement

We found that setting an energy efficiency visit in the context of a Carbon Conversations course meant advice on this area given was more likely to be taken up and more likely that householders will continue to look for further ways to reduce energy use in other areas.

Because participants had completed the energy session of Carbon Conversations they had a background level of knowledge about energy measures and carbon reduction and, just as importantly, they were motivated and emotionally ready to make practical changes. There is also less likelihood of a rebound effect where, for example, savings made on home energy are spent on a flight abroad.

The effect of a Carbon Conversations course is difficult to quantify. One can point to carbon savings but the overall effect is more intangible and much wider.

Participants have said:

“It strengthened my resolve”

“It was a wave of positivity”

“There is a sense of community in the group”

and “It gave me the feeling it's not just me”

“It made me realise that small changes CAN make a difference”

5. Thermal images are an effective tool for engagement for encouraging no / low cost energy saving measures

Householders really engaged with the process of surveying and the images. The striking visual nature of the images provides motivation and scope for discussions really effectively. In some cases, householders already knew they had a draught or a cold spot but seeing it depicted in vivid colours definitely motivated them to get on and do something about it. Similarly, being able to show people the effect of measures they had already taken was great positive reinforcement. Simple, no cost measures like closing the curtains came to life when illustrated by two windows in the same room.

6. Setting realistic goals

Time needed for groundwork can easily be underestimated. For example:-

- Identifying and contacting all the (many) agencies involved in local transport and supporting community council involvement proved time consuming, as did identifying a viable option for a lift-share scheme in the community.
- Setting up a scheme, such as a bulk buy scheme for photo voltaic energy supply needs time for careful investigation before introducing the scheme to the community, especially with the need to understand the implications of the Feed in Tariff.

7. Make the project visible

The Community Orchard has been a great way of making the project visible and involving different sectors of the community – the Leisure Centre, the Schools and Fruitful Callander group for years to come. We have found this to be important for the community.

Progress and carbon savings that have been achieved in other parts of the project are not visible to the general community: changes in attitude and loft insulation are a couple of examples. Experience with the orchard project shows it is beneficial to have these visible projects and exemplars to go alongside other work.

8. A balance has to be struck between working with individuals and working with groups and organisations

The energy part of this project was initially focussed mainly on working with individual householders. When we got the opportunity to refocus some of our time onto public buildings, this was beneficial to the community as a whole and gave a greater range of people the chance to participate and learn about energy efficiency. For example, young people were involved in taking the thermal images at 2 of the public buildings.

For householders with Hard to Treat properties one to one home visits proved more effective than a workshop. On reflection we feel that the workshop was not a cost effective way to reach owners of Hard to Treat properties. Some householders who had no previous knowledge of energy saving measures or confidence in their DIY skills felt the workshop would be too technical for them and so did not turn up for the workshop. Visiting these people one-to-one in their own homes combined with drop in advice surgeries would probably be a more effective way of working.

9. Don't burn out (be a tortoise!)

We needed a break after the completion of the first project and such an intense period of activity and we need it even more now.

We need time to regroup and refocus. We are therefore not planning to immediately reapply to CCF for further funding but will take time to digest and absorb the implications of the both the Food Feasibility Study and the Transport Plan, consult with the community and consider the best way forward to maintain and improve the momentum towards building a more resilient and sustainable community.

We have to be available to give the advice, help arrange installations etc when people are ready to accept that advice. People become aware of our work at different times, their personal circumstances change and their awareness of sustainability issues develops in a variety of ways.

This means that we need a long term presence in the town, both to help provide the context for the advice and to provide the advice/practical help itself.

Anonymous quote from Charrette Questionnaire advocated:

“Permanent funding for organisations like Callander and Climate Change with energetic individuals to act as catalysts for improvement activities; volunteers are fine for carrying out actions but should not necessarily be expected to manage projects. Long term maintenance of initiatives needs consistency”

KEY ISSUES

1. Legacy

Legacy has been important right from the beginning of this project. Much of our work has concentrated on laying secure foundations for the future. The Food Feasibility Study and the Transport Plan are important examples. Less immediately apparent is the legacy we have achieved by making the decision to work through a variety of organisations and groups in the town. We have pulled groups together, and supported them in a whole variety of ways. At times we have worked with individual group members when they joined Carbon Conversations courses.

At other times we worked jointly with groups to put on events (Bike-tastic). Gradually we have been able to reduce our involvement as aspects of sustainability are taken on by the group and incorporated in their activities. This all built on work we did in CandCC1 when we spent time raising awareness of climate change, our project and the need for everyone to get involved. It now means that several groups / organisations in the town are considering, with our support, their own sustainability projects and funding applications.

“The remit of Callander Community Development Trust is to undertake projects for the benefit of the Callander community, projects which otherwise would not fall within the remit of other statutory or voluntary groups.

Callander and Climate Change is one of the Development Trust's major projects, and one of its major successes. The part time staff of this project have been out in the community, reaching every age group, reaching those who were already 'on message' and many who were unaware of how they could personally benefit and also contribute to developing a greener Callander. The team have successfully tackled many seemingly impossible barriers to implementing ideas, and will leave their own

imprint on activities which must be responsibly maintained by the community after the Callander and Climate Change project ends.” **Anne Docherty – Company Secretary Callander Community Development Trust**

2. Carbon Reduction Figures

Some targets and activities lend themselves to measurement. Surveying the school to find out how many children are walking to school is a straightforward matter and the figures were useful feedback to the school and parents, providing positive reinforcement. Other aspects of the project were more intangible (but no less important) – raising awareness through events, changing attitudes, bringing people together and influencing plans cannot be satisfactorily quantified. This was recognised in the Review of the CCF which suggested: “Community projects have unique capabilities to contribute to delivering sustainability - including their ability to engage people in sustainable lifestyles and to build capacity and willingness for longer-term change”.

“Raising awareness of our environment and what we, individually and together, can do to preserve and enhance it seems to me to be one of the most successful elements of your work. It has also been deeply encouraging to see so many young people becoming involved in Callander's future, just when thing seemed to have been stagnating for many years. I'm thinking of the Youth Project, of course, but also the Primary School where adults and children seem to have embraced a positive view of the town and their part in it in the years to come.” Alma Cadzow – one of the original CandCC group.

3. We will to continue to build a Sustainable Future for Callander

By taking responsibility for actions proposed and getting on with them, CandCC has fulfilled one of the outcomes of the previous Community Action Plan and established credibility in the town. Being part of the Charrette process and now helping to shape the new Community

Action Plan will enable CandCC to continue to work for increased sustainability and resilience of our community.

Quote from Carron Tobin responsible for writing Callander's Community Action Plan 2012 - 17 on behalf of CCDT:

"From a Community Action Plan perspective Callander & Climate Change were an important output from the last Callander Community Action Plan 2008-11 and have been a key means of delivering a number of the aspirations set out within that document".

At the time it was written the Climate Challenge Fund was not in existence so the steps forward have been significantly more than was envisaged. More importantly with this foundation now in place they have had an invaluable role in helping shape our next Plan for the period 2012-17, and the

input of the team to the Charrette in November was very important both in relation to the 'sustainability' dimension of our future vision and actions but also specific themes priorities for the short term, notably transport."

4. Increasing Capacity

Callander and Climate Change has been very successful in engaging other groups and organisations in the town but it is long term work. To continue to grow and develop our projects we need to keep increasing our capacity. The support of CCDT is vital and we will continue to work with and through community groups and organisations, supporting their journey towards sustainability.



6 FINANCE AND ADMINISTRATION

Original budget	£ 111,810.00
Total spend 2011 – 12	£ 107,324.02
Underspend	£ 4,485.98

Although there were a number of budget headings where we did not fully spend the allocated budget, the major contributory factor to the underspend was not being able to find land on which to establish allotments. Once this became apparent the budget was reprofiled in an attempt to make the best use of remaining funds but time was short in which to plan and execute projects which were worthwhile and which would make a lasting contribution to carbon reduction and sustainability.

Recruitment

We were fortunate to retain all staff from the previous project. This meant that we were able to “hit the ground running” as regards all activities, using the expertise, knowledge and training gained over the previous two years. Responsibilities were allocated as follows:

- **Margaret Warnock**, Project Co-ordinator with overall responsibility for the day today project management, reporting, publicity, finance and supervision of the transport aspects of the project
- **Astrid Horward**, Project Officer for Community Engagement - leading on Carbon Conversations, supervising the parts of our work relating to local food
- **Julia Osfield**, Project Officer Energy and Education - delivering work with young people and supervising the work on energy
- **Martin Frater**, Support Worker Energy
- **Mandy Maclean**, Support Worker Food
- **Lucy Fraser Gunn**, Support Worker Energy
- **Sheona Mathewson**, Support Worker Transport

Work Plans and Project Schedule

All staff worked on a self-employed basis and were issued with contracts and job descriptions for the new project. They were then each asked to draw up detailed work plans. A project schedule was also drawn up, which was a flexible working document that was updated and adjusted as the project developed but which helped keep us on track in achieving our outcomes. Monthly team meetings were held to review progress and from which we reported to the CCDT Board

Throughout the project the support of our CCF Development Officer was invaluable. Rebecca fed in experience from other projects and useful information, very efficiently processed our claims and provided support and advice when we faced unexpected challenges such as the change in FITs and staff suddenly having to leave. Indeed we were delighted when Rebecca joined one of our Carbon Conversation courses to find out more about the course. Others in the CCF team also responded helpfully and efficiently to any requests for assistance.

Report authors

Margaret Warnock, Julia Osfield, Astrid Horward, Lucy Fraser Gunn, Martin Frater and Mandy Maclean, with contributions from Callander Community Development Trust and numerous other members of the community.

APPENDICES

Appendix 1	List of Community Groups
Appendix 2	Carbon Savings Report 30 March 2012
Appendix 3a	Callander and Rural Transport (CART) 1 Report
Appendix 3b	Callander and Rural Transport (CART) 1 Table
Appendix 4	Evaluation Wheel Summary
Appendix 5	Callander Transport Questionnaire
Appendix 6	Planting Plan for Community Orchard
Appendix 7	In Callander for Callander Festival Programme
Appendix 8	Hard to Treat Workshop Audit Form
Appendix 9	Carbon Conversations Energy Plan

