

# Transition Stroud

## Directors Report for Year Ending 31st August 2012 – Draft

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### 1. Events

We were able to appoint Helen Royall as Events Manager this year, the role designed to formalise the role Helen has developed in providing overall planning and support for our programme of events. This year Stroud District Council have generously contributed to Helen's costs. The following events have taken place over the year:

#### 1.1 'Winterfest' open celebration event

'Winterfest' was TS's first winter celebration of Transition Stroud and related projects. The event took place in an empty shop in the centre of Stroud on Saturday 3rd November. Transition Stroud and partner organisations set up stalls displaying their work and products. Other activities included bicycle servicing, storytelling and childrens' entertainment. The event was organised by Helen Royall and Seb Buckton.

#### 1.2 Potato day

We held our second Potato Day to promote the sale of seed potatoes on 4 February 2012. 4700 seed potatoes were sold and £760 raised from the potatoes and sale of the Transition Stroud recipe book. This was organised by Helen Royall and Amanda Godber with support from Philip Booth and many volunteers on the day. Many thanks to the Merrywalks Centre who hosted the stall in their large shopping Mall; and Chris Evans from Dundry Nurseries for his huge support of the event.

#### 1.3 Trashion Show and Ceildh

A Trashion Show followed by a Ceildh were held on 24 March at the Cotswold Play House. This was attended by 30 people throughout the day who had the opportunity to buy garments and clothes made by the Textiles Group. This event was led by Clare Sheridan.

## **1.4 Stroud-On-Water Canal Festival**

TS shared a stall with partners at this major weekend canal festival during the Jubilee Weekend of 2<sup>nd</sup> and 3<sup>rd</sup> June. There were many visitors to the stall and 20 people signed up for the TS newsletter.

## **1.5 Edible Open Gardens**

We launched our second Edible Open Gardens over two weekends, 7<sup>th</sup> - 8th and 14-15th July, in response to demand from last year's event. This was another huge success with nearly 2,000 garden visits to 40 edible gardens, allotments and orchards. Amongst the gardens were organic, biodynamic, medicinal, and permaculture gardens, individual, community and vegan allotments, new and mature orchards, rainwater harvesting and forest gardens. 11 free workshops on related matters were organised. This project was led by Helen Royall, Helen Pitel, Philip Booth, Amanda Godber and colleagues from the Down to Earth Cooperative. Financial support was received from Stroud District Council. A separate report is available.

## **1.6 Eco Open Homes**

The fourth Open Eco Homes weekend ran in 10-11<sup>th</sup> September 2011 attracting 1000 visitors to 23 homes to view environmental home improvements in situ. The weekend was organised almost single handed by Helen Royal, with help from Liz Hillary, Dominic Thomas and Philip Booth, with generous financial support from Stroud Town Council and Stroud District Council. Ecotricity also provided the show room at their London Road offices for a display during September. Planning for the fifth Open Homes weekend (to run 15th/16th September 2012) has taken place under the leadership of Becky James, with 15 homes available to view environmental home improvements in situ.

## **1.7 Festival of Nature**

Transition Stroud had a stall at the festival of Nature in Stratford Park on 10 September 2011, and this enabled TS to be included in the 5 Valleys Festivals publicity booklet. The stall enabled us to make contact with new people, and along with Eco Homes installers stands, we were able to publicise the Eco Homes Weekend.

# **2. Projects**

## **2.1 Skills gain workshops and lectures**

A programme of 10 Skills Gain lectures and workshops have been run this year attracting 120 participants to date. New collaborations have been achieved with Energy Consultant Dave Judd, Debbie Hewitt from the fuel poverty charity "Wood U Waste" and Stroud College - who included the four SkillsGain green lectures in their 2011/ 2012 brochure. There have been a varied range of workshops e.g. "Making Summer Jam", "Introduction to Permaculture" and "Designing your Garden for Wildlife". The "Introduction to Building Skills" workshop led to the establishment of the Building Skills Action Group that meets regularly under the guidance of Steve Rush. The workshops continue to be self funding and the work has been led by Erik Wilkinson.

## **2.2 Draught busting project**

The Draught Busting project has been modelled on a scheme developed in London and is aimed at draught proofing the homes of people in fuel poverty, and also running workshops to teach individuals how to draught proof their own homes. Transition Stroud has developed a partnership with Wood-U Waste to deliver this project. To date:

- two workshops delivered
- Seb Buckton is about to train the Cheltenham Transition Group in draught proofing
- Rooms and doors draught proofed in four homes
- Work will re start in the autumn, to focus on winter delivery

This project has been funded by both Stroud Town Council and the Health Authority (via Stroud District Council).

## **2.3 Stroud Pound**

The Stroud Pound Cooperative has had a steady year and now has 180 members, 60 traders, 12 charities, with over £12,000 issued since September 2009. Some £3000 has been issued over the last year and the first pay-out to local charities of £300 was achieved. Interest waned over the last year but there is now a strong effort to re-enliven the initiative. The project continues to attract national and international media attention. The work has been led by Bernard Jarman, Elaine Venning, Simon Hanks and Greg Dance over the last year. Stroud Pound exchange transactions have been carried out in the SVP Eco-Shop which is a strong supporter of Stroud Pound.

## **2.4 Trip Switch (Stroud District Travel Partnership)**

### **2.4.1 Access Bike**

Stroud District Council facilitated the provision of £3,000 from the Health Inequalities Scheme for Access Bike. The project has provided 45 bikes to secondary school children unable to afford a bike on the open market. This project was led by Harry Gardner, a young school leaver, with coaching and mentoring support from Helen Royall. Support was also given by Social Services and Gloucester Bike Scheme contributed bikes. A separate report gives full details.

### **2.4.2 Bikes in the Park**

In partnership with Stroud Valleys Project we ran an event to promote cycling called Bikes in the Park on 24<sup>th</sup> June.

## **2.5 Engaging with the secondary schools – Youth Environmental Sustainability Project (YES!) and Future Now lottery bid**

### **2.5.1 YES!**

Work has continued to build on the success of the “teacher-release” scheme that TS funded in 2009, when a teacher at Marling was released for three hours a week for three months to focus on environmental issues. Ten secondary schools and one college in the Stroud District - Archway, St. Rose’s, Katherine Lady Berkeley’s, Thomas Keble, Stroud High, Marling, Shrubberies, Rednock, Stroud College and Maidenhill School - agreed to participate in the YES! Project, to work towards developing sustainability and related issues in the areas of curriculum, campus and community. A number of local organisations and volunteer mentors have also agreed to make their skills and resources available to the schools. Funds raised will pay for a coordinator, provide grants to schools for a staff member to lead on the project in their school/college, and to purchase specific skills and resources when necessary. The initiative had a target start date of September 2012 and plans to run for three years.

### **2.5.2 Future Now**

Future Now was the name of the Communities Living Sustainably Lottery bid which grew out of YES! and was led by TS, supported by a Lottery development grant of £10,000 used between April to June 2012 to develop a project delivery plan. SWEA agreed to be the lead organisation supported by five local social enterprise groups, BEST, TS, SEC, SVP, CSCIC. Stroud District Council, Forest Green Rovers and the Green Shop Group joined the partnership. The £1 million grant was awarded to 10 organisations in August 2012 but Future Now was not selected. Both YES! and Future Now were led by Anna Bonallack, with support from Transition Stroud Directors and the partner organisations and a great deal of enthusiasm and passion from the young people in the District, particularly SVWF.

### **2.5.3 Going forward**

YES! began in five schools in September 2012 with existing funding from Stroud District Council, Summerfield Trust and Western Thermal Insulation and small sums from parish councils. A member of staff in each of the five schools, St. Rose’s, Shrubberies, Marling, Katherine Lady Berkeley’s and Maidenhill have made significant progress in a short period, planned a range of activities and initiatives which will demonstrate the case for the project to other stakeholders. A funding strategy has been developed to capitalise on the interests of public, private and social enterprise and is in process. The website for YES! is in development and the first newsletter to be published at the beginning of October, one month after the start date.

2.5.4 **A review of the Future Now bid and YES! going forward** is planned for October 4th at 6.30pm at Hawkwood College.

## **2.6 Stroud Community TV**

Stroud Community TV was established in 2011 and in 2012 became a Working Group of TS. SCTV consists of a website dedicated to holding short films of and about the Stroud District Community. This work has been led by Philip Booth.

## **2.7 Food Strategy Group**

A Food Strategy Group for the Stroud District has been formed comprising local authorities, farmers, retailers and environmentalists and is looking at ways to ensure security of food supplies in the District.

## **3. Working Groups**

The following Working Groups have been active this year:

- Heart and Soul Group
- Livelihoods / Stroud Pound
- Skills Gain
- Textiles Group
- Web / communications Group
- Randwick Wood Fuel Group
- Food Strategy Group
- Stroud Community TV
- Building Skills Action Group

In addition, ad hoc 'central' groups have met to develop a strategy for TS, and to supervise the Development Worker and latterly support the Events Manager and others working regularly in TS.

## **4. Strategic activities – development and publicity**

### **4.1 Strategy implementation - partnership working**

In pursuit of our strategy to facilitate closer working between like minded environmental organisations in Stroud, relationships have been strengthened with:

Stroud District Council  
Stroud Valleys Project  
Down to Earth Cooperative  
Wood-U-Waste  
Hawkwood College  
Stroud Secondary Schools (5)  
Stroud FM  
Ecotricity

### **4.2 Development Worker**

The Development Worker, Seb Buckton, has continued to work two days a week, with funding provided by last years Awards for All grant up to May 2012, and with funding from Glos Assembly (via GAVCA) since January 2012, and with one day a month each funded by StroudCo and Transition Stroud [the TS day-per-month funding stopped at the same time as the Awards for All Grant]. Major achievements this year have included:

#### **4.2.1 Marketing literature**

The professional design and printing of a range of marketing literature – engagement leaflet, business card and A6 flyer.

#### **4.2.2 'Stroud in Transition' newsletter**

Establishment of an approximately bi monthly electronic newsletter publicising not only Transition Stroud news and events but also bringing together news from partner organisations under the name of 'Stroud in Transition'. Mailchimp is used to mail this out, along with other announcements and events information to a contact list which now stands at well over 300.

### **4.2.3 Social media**

Social media has been developed through the Transition Stroud Twitter account (@TTStroud) and a new Facebook page [www.facebook.com/TransitionStroud](http://www.facebook.com/TransitionStroud). We currently have over 400 Twitter followers and over 100 'Likes' on Facebook.

Our social media activity has led to engagement with a new audience, we now reach 1,000 people in total, and has resulted in several new people becoming involved in Transition Stroud. This has included:

- New Finance Manager – Claire Deacon;
- New Company Secretary – Mark Keogan;
- New proposed Director of TS – Crockett Cresswell;
- 17 new attendees at Council Meetings and several new people active in TS.

### **4.2.4 Website**

The website has been migrated to 'wordpress' and content updated and improved. With thanks to Dominic Thomas for help with this.

### **4.3 Stroud FM**

James Beecher and Helen Royall continued to host a Transition Programme on Stroud FM every Friday afternoon.

### **4.4 Public Meetings, films and press**

#### **4.4.1 Public meetings**

Five public meetings and film shows have been organised throughout the year by James Beecher. The topics have included the economy and environmental matters. These have been an important part of our outreach work, creating a place for new people to join us and helping to inform and educate people through presentations and discussion.

#### **4.4.2 Films**

Video films have been made of various events: Winterfest, Potato Day, Edible Open Gardens . Many of these videos are available to view by a wider audience through Stroud Community TV, and youtube. This work has been led by Philip Booth.

#### **4.4.3 Press**

Many articles have been published in the local press during the year advertising or reporting on Transition Stroud events. A regular feature on Transition Stroud in Stroud Life is in the pipeline.

### **4.5 E mail contact lists**

Total numbers on our Google Group e mail lists have stayed stable over the year. Current membership is DISCUSS (regularly active people) 70 people; ANNOUNCE (people interested in announcements only) 156 people

### **4.6 Web / communications team**

This is being led by Seb Buckton, Mark Keogan, Crockett Cresswell, and Arun Cappi with support from Helen Royall. Purpose is to bring together all websites under one provider, and co-ordinate social media work and TS involvement in Tweet Local Stroud Hub.

### **4.7 Transition Stroud Resilience**

Transition Stroud Council has initiated identifying and recording metrics of its own resilience. These include for example the numbers signed up to receive e mails via TS Google Groups 'Announce' and 'Discuss' lists; the number signed up to the TS monthly debit initiative, the number of active working groups and those receiving TS twitter feeds. Metrics have been taken periodically since January 2011 and are moving in a positive direction. See Appendix 2 for details.

## **5 Grants received**

The following grants have been received during the year:

- Stroud District Council for Access Bike through the Health Inequalities Fund £3,050
- Gloucestershire County Council for Access Bike £160
- Archway School for Access Bike £100

- Stroud District Council £1000 via SWEA from Health Authority for draught proofing fuel poverty homes
- Stroud District Council for YES! £7,800
- Kings Stanley Parish Council for YES! £250
- Summerfield Charitable Trust for YES! £7,500
- Eastington Parish Council for YES! £75
- Stonehouse Town Council for YES! £500
- Big Lottery via Wood-U-Waste for Future Now £10,000
- Stroud Town Council for Draught busting workshops £1000
- Gloucestershire County Council, printing of 5 Festivals and Eco Homes leaflets
- Cainscross Parish Council for Open Edible Gardens £250
- Stroud Town Council for OEG £250
- Gloucester Assembly (via GAVCA) for 'Stroud-in-Transition: supporting community engagement to build community resilience' £5,000
- Stonehouse Town Council for EOG £125
- Kellaways for EOG £100
- Standing orders from members and supporters of Transition Stroud now raises £90 every month

## **6 Governance**

### **6.1 Council Meetings**

10 meetings have been held throughout the year. Average attendance has been 10 people. The format has been developed to enable networking, informal discussions and formal sessions. Publicising the meetings through Mailchimp has increased visitor attendance

### **6.2 Membership and Directors**

#### **6.1.1 Members**

Following last years AGM Members were contacted and advised concerning their obligations and commitments. The number of Members currently stands at 17.

#### **6.1.2 Directors**

One Director resigned during the year to attend to other priorities. The current Directors are:

Martin Whiteside  
John Meadley  
Simon Allen  
James Beecher  
Nigel Westaway  
Helen Royall  
Gail Bradbrook  
Erik Wilkinson

Acting Company Secretary during the year:

Simon Allen

Nominated Company Secretary for appointment in September 2012

Mark Keogan

#### **6.1.3 Public Liability Insurance**

No claims have been made against our insurance cover this year.

## **7 Proposed future activities**

### **7.1 Potato day**

A third Potato Day will take place on 2 Feb 2013.

### **7.2 Edible Open Gardens**

This will take place during the whole month of July in 2013.

### **7.3 Web site development**

A new Communications Working Group is looking at all Transition Stroud-related web-sites to bring them together under a single Content Management System. This will result in a completely new Transition Stroud website which will be launched hopefully by the end of the year.

### **7.4 Draught busting workshops.**

Seb Buckton, Erik Wilkinson and Debbie Hewitt (from Wood U Waste) will be developing training workshops to empower householders in fuel poverty areas of Stroud to draught proof their homes.

### **7.5 YES! project**

A review of the Future Now bid and YES! going forward is planned for October 4th at 6.30pm at Hawkwood College.

### **7.6 Food Strategy Group**

The Food Strategy Group will continue its work during the next year.

### **7.7 Permaculture Training**

The first Permaculture Training in Stroud will start in September 2012. This is being led by the TS Development Worker, Seb Buckton.

### **7.8 Guerrilla Gardening**

It is planned to start food gardening on suitable public spaces in 2013.

### **7.9 Strategic Partnerships**

We plan to continue to create more resilient strategic partnerships to underpin our programme of events, by clarifying who we are and the benefits of partnering with TS.

### **7.10 Café Repair workshops:**

SkillsGain is trialling “café repair workshops” - based on the model developed in Holland. A local café offers their premises and the aim is to fix or repair any garment, electrical or mechanical device local people can get to the café. The repair is made (hopefully) - and for free, the planet benefits as people don't have to buy a new one and everyone has a relaxing time over a coffee at their local café

## **8 Directors report on finances**

(See separate report for finances for the year and budget for the next year)

Signed for and on behalf of the Directors,

S J Alen

Director  
29 September 2012

## Appendix 1

### Aims of Transition Stroud

The aims of Transition Stroud that includes our current activities and the direction we need to travel.

#### AIMS:

##### 1. **Engagement**

*To Raise the Awareness throughout Stroud District on the Issues of Climate Change and Declining Energy Supplies by:*

- Working with Stroud Town and District Councils and other partners to deliver Eco Homes Weekend, Stroud Potato Day, Edible Gardens and the Trashion Show
- Working in partnership with Stroud College and Wood U Waste to deliver the “Greening Your Home on a Budget” series of workshops
- Developing a database of supporters / membership who receive a regular newsletter of relevant information
- Engaging with the schools network through YES!, Changing Gear, Tripswitch, Personal Travel Plans and Low Carbon Bursary/Schools Environmental Initiative

##### 2. **Learning and Skills**

*To Develop the Skills base within Stroud District to address the Issues of Climate Change and Declining Energy Supplies*

- Run SkillsGain Courses
- Run Changing Gear Courses
- Run Draught Busting Courses that support householders draught proofing their homes
- Run/coordinate growing your own food initiatives e.g. Love Food Hate Waste initiative

##### 3. **Action** (for the planet and the pocket)

*To Encourage individuals to take actions that address Climate Change and Declining Fossil Fuel Supplies through:*

- Doing training through the Back to bike campaign
- Using the Stroud Pound
- Joining Supported Community Agriculture
- Sourcing food locally by joining Stroudco
- Insulating our homes
- Joining the Car Club
- Growing our own vegetables and fruit
- Join an energy coop

##### 4. **Partnership**

*To Develop, Support and Facilitate a Network of Partner Organisations Under the Banner of “Stroud in Transition” or Transition Network*

- Develop partnership agreements with key voluntary sector organisations that identifies the mutual benefits of partnership

- Develop a network of supporters supported by a regular newsletter informing on Transition Stroud's and its partners activities

## 5. **Viability**

*To Generate the Finance Needed to Deliver the above Aims and to Employ a Part Time Development Worker by:*

- Promoting the regular monthly contribution scheme
- Applying in Partnership for appropriate grants and awards
- Promoting and maintaining a partnership with SDC and Stroud Town Council for funding of key engagement events and activities
- Promoting membership of the TS Supporters database – supporters paying £5 for life membership and a regular newsletter

## **Notes:**

- The aim is to move as many Stroud District residents from engagement through learning to action. For example Eco Homes could promote this Autumn's "Greening Your Home" workshops which could then promote Draught Busting workshops - so individuals insulate their own homes. We need to look at each of our engagement events and build into them progression to learning and action
- The Engagement, Learning, Action model will help identify which partners TS should develop partnership agreements with e.g. via Edible Gardens we could be promoting CSA or Stroudco; through Changing Gear/Green Travel Month we could promote Stroud Car Club or Stroud Biodiesel Club. How we develop/ promote this approach should be a key part of our marketing plan
- The development of a Stroud in Transition newsletter is one of the keys to the engagement strategy and it needs to include information on our strategic partners' activities. TS should seize this central coordination role – and via this activity seek funding from grant providers. This will also support/facilitate the development of a database of supporters who can be contacted to inform on TS and our partners activities
- The Engagement, Learning and Action Model both allows flexibility for TS to adapt what it does in relation to its resources and be as effective as it can in what it is doing. Every TS activity needs to be assessed as to its effectiveness in moving individuals from engagement to learning or action. This means that TS needs to plan into engagement events how learning and actions are built into the marketing mix.
- The marketing of our aims needs to recognise that there needs to be benefits to those who engage with our aims. The best approach could be to emphasise the money people can save - along with them making a contribution to "greening the planet". Benefits are currently not mentioned in our marketing literature and this needs to be addressed.

**Appendix 2**  
**Transition Stroud Measures of Support and Resilience**

	<b>January 2011</b>	<b>June 2011</b>	<b>January 2012</b>	<b>June 2012</b>	<b>Sep 2012</b>
<b>Numbers:</b>					
<b>Accessing the website</b>	N/A				
<b>Signed up to Announce</b>	153 (amended March 2011)	171	165	156	156
<b>Signed up to Discuss</b>	55	65	67	70	70
<b>Signed up to both Discuss and Announce</b>		49 (incl in above figs)			
<b>Contacts but not signed up to Announce or Discuss</b>	94	73	151	234 (Signed up for Mailchimp newsletter)	276 (Signed up for Mailchimp newsletter)
<b>Participating in the monthly debit initiative</b>	6----£90 per month	6----£90 per month	6----£90 per month	6----£90 per month	
<b>Number of active ongoing interest based working groups</b>	5 Livelihoods/Stroud Pound SkillsGain, Textiles, Heart and Soul Storytelling	5 Livelihoods/Stroud Pound, SkillsGain, Textiles, Heart and Soul Storytelling	5	8 Heart and Soul Group Livelihoods / Stroud Pound Skills Gain Textiles Group Web / communications Group Randwick Wood Fuel Group Food Strategy Group Stroud Community TV	
<b>Number of inactive interest based working groups</b>	2 Energy Business & Govt	2 Energy Business & Govt	3 Energy Business & Govt Transport		
<b>TS events and projects (i.e. have a start and end date)</b>	Ecohomes Tripswitch Potato Day Potato Recipe book Edible Gdns	1.Ecohomes 2.Tripswitch 3.Potato Day 4.Potato Recipe book 5.Edible Gdns 6.Stroud fm	1.Ecohomes 2.Tripswitch 3.Potato Day 4.Potato Recipe book 5.Edible Gdns 6.Stroud fm 7. YES! 8. Winterfest 9. Future Now		
<b>Twitter Followers</b>	17 (March 2011)	76 (August 11)	209	377	418
<b>Facebook Likes</b>	0	0	7	63	115