

# Annual plan 2017-2018

## What is Winchester Action on Climate Change?

WinACC is an alliance of local residents, businesses, organisations, climate scientists and engineers, policy- and decision-makers, working together to tread more lightly on the planet. We are independent of political parties and of other people's campaigns, though we willingly work with all who share our aim.

WinACC works to cut the carbon footprint of Winchester District. A shift to renewable energy and lower emissions of the greenhouse gases that pollute our atmosphere and cause climate change will give us healthier stronger communities. Together, we can create a better future for everyone.

We provide independent authoritative information, work with local councils and others to develop policy, and support local residents and communities to tackle the causes of climate change.

Founded in 2007, WinACC is a charitable company limited by guarantee (Winchester Action On Climate Change Ltd, company number 08013043, registered charity number 1150754).

## Our mission

To do our share to keep global warming below two degrees centigrade.

## Our aims

To help Winchester District do its share to achieve the binding UK targets that contribute to the aims of the Paris Climate Agreement 2015 by:

- cutting the carbon footprint of Winchester District by 40% by 2020 (from 2004 baseline)
- ensuring at least 15% of the energy used in Winchester District comes from local renewable sources by 2020.

The Paris Agreement of December 2015 to keep global warming well below 2°C gives us a renewed sense of purpose. The world, and we in Winchester, must turn our commitments into reality.

If we succeed, we will be doing our fair share to meet the legally binding national target of 80% less greenhouse gas emissions by 2050 relative to 1990.

## **Our values**

Winchester District is one of the most affluent in the UK, and the UK is one of the most affluent countries in the world. Affluence means higher consumption which means higher emissions. So we have the opportunity to do more than many other people to keep the world safe for future generations. Just doing as much as everyone else is the absolute minimum.

To achieve this, WinACC is

- Challenging, evidence based, honest and trustworthy
- Welcoming, convivial, positive, creative, and serious with a light touch
- Professional, well organised, and independent of party politics.

## **Strategic priorities**

WinACC takes a strategic approach to our work. We focus on the activities which create the most greenhouse gas emissions and the actions that are most likely to deliver the greatest cut in those emissions. We allocate resources where evidence shows they have most impact.

So we focus on influencing policy and policy-makers. We aim to influence leaders and those who control the infrastructure in which we all live, including buildings, streets, transport, food and waste, to implement our vision of a sustainable Winchester District.

We offer routes to engagement for individuals and organisations that energise people, provide a sense of purpose and achievement, get people working with friends and with existing communities of interest.

And, of course, we need to manage our organisation well and use our resources wisely.

## **Our programme for 2017-2018**

Our programme is built on what we have learnt since 2007 about how to face up to, and seize, the opportunities provided by the biggest challenge humanity has ever faced.

### **A. Influencing leaders, decision-makers and infrastructure**

1. WinACC will continue to work in partnership with Winchester City Council and its Low Carbon Board to create a lower carbon district, and to take part in relevant working groups such as Air Quality Steering Group and Winchester Transport Board.
2. We also hope to increase our influence on Hampshire County Council, working with Hampshire Climate Action Network and Hampshire Renewable Energy Co-op.
3. We will invite local people to engage in a popular movement BREATHE for better air, transport, health and environment.
4. Eight WinACC open meetings will focus on themes relevant to WinACC's priorities. We will engage new people by inviting speakers on relevant policy issues to Tuesday meetings and will use Saturday meetings to build a stronger sense of community among supporters working together to influence policy- and decision-makers.

5. In partnership with the University of Winchester and other leading organisations, we will organise a seminar for the leaders in Winchester District and nearby in autumn 2017 with the aims of informing them and encouraging them to commit themselves publicly to make action on climate change a priority.
6. WinACC's presence at events such as the Hat Fair will focus on influencing on relevant topics.
7. Action Groups on the built environment and transport and our partnership with the City of Winchester Trust, "Winchester 2020", will continue their policy and influencing work with both the Councils to identify and implement evidence-based strategies to reduce greenhouse gas emissions from the built environment and transport (for example planning in respect of new developments, walking and car parking).
8. We hope to build stronger links with health agencies and Health and Well-being Boards because changes in our infrastructure - especially the built environment, transport and food – will both mitigate climate change and improve health. For example, eating local seasonal food (obesity, diabetes); a shift from driving to active travel (obesity, cardiovascular disease, skeleton-muscular disease); improved energy efficiency on housing (cold housing is associated with various health conditions).

## **B. Engagement with communities of place and interest**

9. ***Kings Worthy*** – "Connecting Kings Worthy", the SAVE project running until Dec 2017 with dedicated funding for a half-time member of staff. SAVE is a two year project funded by Ofgem to research the best method of communicating energy reduction messages to the public. More on our website (click [here](#)).
10. ***Stanmore*** - we will work with the local community to identify, publicise and improve walking routes, involving both students and long-term residents.
11. ***Home energy efficiency*** – WinACC's Home Energy Adviser helps people in fuel poverty save energy and increases the knowledge and engagement of front-line advisers in helping people in fuel poverty. The level of activity depends on successful fundraising. More on our website (click [here](#)).
12. ***Incredible Edible Winchester*** – led by our Food Action Group to encourage people to grow and eat local seasonal food and reduce food waste. More on our website (click [here](#)).
13. ***Faith communities*** – we will support faith and inter-faith groups in Winchester District, and local Eco Church activity, with access to our resources and experience. This will be volunteer-led unless fundraising brings in specific resources.
14. ***Building relationships*** – our Community Engagement Group will identify and reach out to communities of interest where we might develop relationships, as well as responding to opportunities as they arise, as far as our resources permit. Our Cool Communities Handbook is one important tool for groups to cut their carbon footprint.

### **C. Good management and use of resources**

15. WinACC will maintain strong governance, compliance with legal frameworks and sound risk management.
16. We will continue to be accountable to our members and supporters, make decisions in ways that involve people, and involve as many people as possible in making this plan a reality.
17. We are increasing our focus on what is most important, which means we will do less on other issues so that we match our resources to our aspirations. We will engage supporter and action groups in focusing on our shared priorities.

#### ***Fundraising***

18. We aim to raise £50,000 a year to take forward the commitments in this plan by increasing donations from charitable trusts, individuals and business. We also hope to raise additional funding for projects including BREATHE, Home Energy, Incredible Edible and support to faith communities.
19. We will update and implement our Fundraising Strategy; we will have project ideas ready so that sound funding bids can be made when opportunities arise; and we will ensure that bids include the full cost of the project, including staff time, evaluation and reporting to funders, as well as the overheads of governance and management.

#### ***Communications***

20. We will promote our successes, including marking our 10th birthday in October 2017 with an event to celebrate achievements and build for the future.
21. We will update and implement our Communications Strategy to ensure we keep in step with developing communications media, while maintaining a presence in the local press.
22. We will re-develop our website, subject to securing resources, and improve our systems for contact management.
23. We will update and make consistent use of our key messages.
24. We will continue to disseminate information about activities to reduce the carbon footprint of Winchester District using our website, e-newsletters, Facebook and Twitter.

#### ***Human resources***

25. There will be greater reliance on active trustees and supporters working under the WinACC umbrella.
26. The WinACC office will usually be open five days a week. It will be staffed by paid staff and office volunteer time, to carry out essential management and communications and provide a framework for supporters, members and action groups.
27. New projects funded by project grants will be managed by staff or contractors on fixed term contracts.
28. We will maintain WinACC's "project management" approach, each major project having a project board.

*Approved by Trustees 8 May 2017*