
ALSTON MOOR GREENPRINT PROJECT YEAR 1 EVALUATION

Report Prepared for Cumbria Action for Sustainability

October 2017

PORTER BROWN
Solutions

ALSTON MOOR GREENPRINT EVALUATION –YEAR ONE

1: The Project:

The purpose of the Alston Moor 'Greenprint' project is to develop and begin to implement a long term low carbon pathway for a specific community that has the potential to be replicated as an effective model for low carbon living in other rural communities.

It is managed by Cumbria Action for Sustainability (CAfS), an experienced environmental charity, which has a well-proven track record of working with rural communities and supporting low-carbon solutions and good practice. The Greenprint project builds on the existing relationship between CAfS and the Alston Moor Partnership (AMP), which was responsible for the piloting of several greener transport options in the locality under the Sustain Eden Project.

Another key partner in the Greenprint project is the newly-formed Community Benefit Society, Alston Moor Community Energy (AMCE). This has been established with the purpose of bringing several potential community green energy generation projects to fruition.

The project has funding for three years, commencing in November 2016. The funding enables CAfS to provide a dedicated officer to work with community groups, the local authorities, and other potential funding bodies to develop and implement appropriate actions. The officer previously worked for the Alston Moor Partnership and has excellent knowledge and understanding of the issues affecting the community. She provides a vital focus for the various strands of the Greenprint.

Year 1 of the project has focused on processes, specifically working with the AMP on a new Community Plan, with the intention that this will influence and become embedded within an eventual Neighbourhood Plan.

2: Outcomes and Objectives:

The key outcomes identified in the project funding proposal submitted to Esmee Fairbairn are:

- The Alston Moor Greenprint embedded within the Neighbourhood plan
- A community energy scheme established
- Skilled groups set up with capacity to take forward actions from the Greenprint.

These are tangible outcomes and there is reasonable expectation that they can be achieved within the three years of the project funding.

However, the Greenprint to become a lasting and continuously developing pathway to low carbon living, it will need to help the Alston Moor Community make progress in many ways, some of which are about attitudes and behaviours that are less tangible and more challenging to measure.

Therefore the framework for the evaluation has been developed in line with the Centre for Alternative Technology (CAT) document Zero Carbon Britain. This well-researched and argued document provides an influential strategic context for the Alston Moor Greenprint project. By fitting our modest project into

this wider context we hope to contribute towards creating a body of evidence around successful practice, capable of replication elsewhere. In this way, the experience of one, small community may have an impact beyond its immediate locality, helping to bring about the critical changes in thinking and behaviour upon which a sustainable future depend.

Objective 1: Changing how we think about human beings and energy

Objective 2: Taking action in our homes, communities and places of work

Objective 3: Influencing Policy

Objective 4: Reclaiming the future – creating positive visions for the future.

3: Project Evaluation – Purpose and Methodology:

The purpose of the evaluation is to assess the effectiveness of a locality-based approach to community and environmental sustainability.

The evaluation will examine the progress being made towards the achievement of the three stated outcomes and will support the project officer in the task of measuring progress towards the Zero Carbon Britain objectives. A set of Key Indicators have been developed to aid this process. These are set out in a table in appendix 1. Appendix 1 also contains a methodology approach to a collection of evidence of changing, knowledge, understanding and behaviour.

This methodology will be used only where appropriate and is not prescriptive. The Greenprint project is community-driven. Therefore the evaluation methodology needs to be sufficiently flexible to adapt to emerging actions and activities.

4: Year One Progress:

The first year of the project has focussed on processes. Key activities have included:

- Supporting the AMP to conduct a comprehensive community consultation to inform the new community plan.
- Developing and delivering new approaches to community engagement.
- Organising and delivering a launch week of events to promote low carbon solutions and inspire people to take action.

4.1: Community Planning

One of the key outcomes for the project is that the Greenprint will be embedded into the Neighbourhood Plan. Unlike a community plan, a neighbourhood plan has a legally enforceable status.

'Neighbourhood planning enables communities to play a much stronger role in shaping the areas in which they live and work and in supporting new development proposals. This is because unlike the parish, village or town plans that communities may have prepared, a neighbourhood plan forms part of the

development plan and sits alongside the Local Plan prepared by the local planning authority. Decisions on planning applications will be made using both the Local Plan and the neighbourhood plan, and any other material considerations.’¹

The focus of a neighbourhood plan is land use. Although it may contain other non-land use issues, these have to be clearly identified.

In contrast, a community plan is designed to address all issues that are of critical interest to communities. A community plan may, therefore, have a much wider scope than a neighbourhood plan. Of itself, it has no legal status but an effective plan will inform a neighbourhood plan.

Alston Moor is currently updating its existing community plan. The action is being led by the AMP, which has recently conducted a comprehensive (phase 1) community group targeted consultation.

The Year One evaluation set out to explore where the Alston Moor Greenprint project sat within the overall community planning process and whether it added value to it. (A full list of interviewees is provided at Appendix 2.)

All those interviewed expressed support for the project on the grounds that it was highlighting green issues and would ensure that positive actions to address them are built into the community plan and, stemming from that, those policies relating directly to sustainable land use and planning given teeth through incorporation into the neighbourhood plan.

“The Greenprint might not get as far as being an independent plan. What it might be is a process that pushes the community and neighbourhood plans in a more sustainable direction.”

“The Greenprint needs to be part of the community plan. But it’s good that it is a free-standing project because that provides the dedicated focus to push it forward.”

“It fits with priorities already identified for Alston Moor but it provides more focus around the theme of energy issues.”

“The project is complex because it’s trying to avoid becoming just another project that comes to an end when the funding finishes. So embedding it into the community and neighbourhood plans is essential. But it does need separate focus and additional resource, because everything needs to be brought together. At the moment there are lots of people doing different things and that all needs to be brought together if we are to make real changes on the ground.”

“The Greenprint will give us a way to understand where we are at and where we can go forward and that’s essential to a meaningful plan. We need to be hyper-aware of rising costs of heating and transport. In Alston Moor those are critical sustainability issues. So addressing them isn’t just about being ‘green’, it’s about us surviving as a community.”

“There’s no doubt the Greenprint will have a strong influence on the community plan. In terms of neighbourhood planning it highlights what is important to people in Alston Moor. It encourages that engagement, so planning policy can be more informed, better aligned to community priorities.”

“I don’t know when or if this might happen, but you can think of examples where the local need for more energy-efficient houses could drive planning decisions. Not just in new building but things like allowing plastic windows.”

“It creates a space where we can look at sustainability issues which are specific to Alston Moor – like the effect of solar and wind-power on grouse shooting.”

It is clear that key organisations regard the Greenprint as having value as part of the overall planning process. This is because it provides the focus and resources (the project manager) to bring low carbon and energy efficiency issues to the fore and help translate ideas into concrete actions.

Interviewees identified another area in which they felt the Greenprint process was beginning to have impact – increasing community engagement.

4.2: Community Engagement

The Zero Carbon Britain report is based on a comprehensive literature search of academic studies and the analysis of a wealth of statistical data. Among the challenges identified in the report are the many barriers to changing beliefs and behaviours at individual and community level. Critically, it identifies denial, helplessness and a feeling of being overwhelmed as factors which prevent change. Climate Change seems too big for the actions of individuals to have any worthwhile impact. It is easy to do nothing if one is persuaded that actions will be pointless. Doom-laden scenarios do not inspire people to take action but rather seem to encourage a fatalistic view or denial.

“Stories and images around positive solutions can counter the prevailing ‘climate science’ and have been proven to be more effective at inspiring action than negative or fear-based narratives.”²

The Greenprint project is finding positive ways to engage people in planning a shared and sustainable future for Alston Moor. This includes specific activities (see 4.3) to share practical solutions to low carbon living – providing people with tools by which they can make small improvements, which, collectively, are capable of significant impact.

But the Greenprint project has also experimented with new ways of engaging people with developing a wider, long term vision for Alston Moor, of which a lower carbon footprint is only a part.

The consultation for community planning has to date been conducted by the traditional consultation and interview and will be followed by a house to house survey approach.

Likewise a household survey has been carried out by AMCE to obtain an energy consumption baseline for local households. There have been 74 responses to this survey (50 hard copy and 24 online). Based on this data, it is estimated that £1.3 to £1.4 million is spent per year in Alston Moor on domestic energy and that 35% of carbon emissions are due to electricity usage. Therefore, in order to bring down both emissions and cost, future developments need to target electricity usage.

The survey also looked at the current deployment of renewable sources of energy generation. The resulting data analysis estimated the future potential for the domestic use of renewable energy sources and concluded that:

- 1% - 1.5% of households have the potential to use hydro
- 12 – 13% have the potential to use domestic wind turbines
- 32 – 33% of properties could use roof mounted solar PV

² Zero Carbon Britain

Alongside these surveys, the Greenprint consultation has experimented with alternative methods. These have been designed to appeal to people who do not fill in surveys and are likely to be 'turned off' by words like consultation and planning.

The public launch of the Greenprint Project took place via a week of events in September 2017. Among these were the Alston Ark, a community art project, and Bolts, Ginnels and Snickets, a consultation activity involving the use of local 'bank notes'.

4.2.1: Alston Ark: This community art project, facilitated by a local visual artist and a local poet, invited people to contribute artworks, objects, and words that conveyed something of what they value about Alston Moor, its past, present and future. Physical artefacts were displayed in a dedicated space in the parish church for the duration of the week, creating an art installation called Alston Ark.

Artefacts included paintings, photographs and banners, examples of traditional crafts and mini-installations, as well as poems, letters and individual objects. Key themes running through the artefacts were the uniqueness of the Alston Moor culture and the value of the natural landscape and local wildlife.

It is estimated that there were 300 visitors to the installation during the week and there have been requests for it to be taken to other venues.

A visitors' book was available to capture responses. There have been few entries but those made have been positive.

Associated with the Ark, and contributing to it, was a 'Word Hoard' workshop, facilitated by the poet. This invited people to find words that identified what they felt about Alston Moor, and also explored old and dialect words that are, or had been, embedded in the local culture. Some of these words were included in the Ark.

The Alston Ark is best viewed as a launch event, providing an opportunity for people to think about what they value about their community in more creative terms than is possible via a survey.

Looking back on it, the timing at the beginning of school term was not ideal and any future community art project would benefit from a longer run-in time for schools.

There is some evidence that some people did not know how to contribute precisely because it was both creative and non-prescriptive – potentially failing to reach people who do not consider themselves artistic.

There was fantastic cross generational collaboration between Nenthead primary school pupils and the residents at Grisedale Croft Care Home, the legacy of which will continue to develop long after the Ark has ended.

An online archive of the work will be created, including a digital exhibition of the paintings by the professional visual artist. The ARK will be further developed through youth workshops, using it to explore

energy issues. This could lead, potentially, to the creation of an insulated ARK and links to a thermal imaging project.

By incorporating all kinds of artefacts, the Ark has created an inclusive model, which has the potential to engage even more people within the lifetime of the Greenprint project.

Zero Carbon Britain identifies art as an important tool for engaging people and also for changing the way they think and behave. Feedback from the visual artist and poet facilitating the Ark and Word Hoard echoed this opinion.

“The project is based on what people choose to create and offer to the exhibition. It’s not something being done to them or for them. It’s a different way of engaging – a voice for people who don’t relate to scientific arguments or statistics or want to engage in political debate.....visual art – especially non-representational art – can shock people into new ways of thinking....”

“Visual and word-based art can give people a shared vision for the future, one which moves on from community nostalgia, from how things used to be.....community values remain but they are realised in twenty-first century terms.”



4.2.2: Bolts, Ginnels and Snickets:

Bolts, Ginnels and Snickets are all dialect words meaning a short-cut or way through. Therefore they seemed to be very appropriate as the names for the beautifully created ‘bank notes’ which people have been given as a prioritisation exercise.



An evening event was held at the secondary school and was attended by approximately 50 people. After formal input from key partners – Cumbria County Council, Eden District Council, Alston Moor Parish Council and the Alston Moor Partnership - people were invited to use their 'currency' to vote for those themes and actions which they considered to be the key priorities for Alston Moor.

The themes were those identified through the first round of consultation for the Community Plan.

Although the input from the organisations was fairly traditional, it was necessary in order to provide context for people who may not have been involved in previous consultation activity. Several of the councillors and officers commented on the presence of *'new faces, people we haven't seen before, not just the usual suspects who always turn up and have their say.'*

The quality of the bank notes and the attractive presentation of the voting boxes were all designed to make the activity fun and non-threatening.

After the event, the boxes were moved to the Ark and other events to enable more people to choose how to spend their Bolts, Ginnels and Snickets.

To date 135 people have voted with their currency. In terms of top priorities, the 'Leader Board' is:

- Youth provision and further education for all ages
- Eco-efficient social housing for families and older people
- Alston Moor Community Energy investment in renewable energy generation
- Establishing an apprenticeship linked to social care and warm homes.

It is impossible to tell whether the people who have voted with their bank-notes are people who have not previously engaged with consultation but there is evidence from participatory budgeting exercises in other communities that such an approach is a useful addition to more traditional consultation methods.³

“There has to be a realisation that there’s going to be less from local government in the future. If you want something you have to be prepared to pay for it.”

“We have to recognise that there is the potential for doing things ourselves. We’ve learned that from the community energy project.”



Although there appears to be no appetite for a local currency, as such, the ‘bank notes’ will continue to be used at events as an engaging way to consult with people.

4.3: Activities:

Other activities taking place in the launch week were:

- Eco Architecture event - This event posed the question, “What would it take for Alston Moor to become an innovative and alternative area for affordable architecture and eco energy efficient dwellings with adjacent workspace – either as individuals or as a small collective work, life community? Approximately 50 people attended this event at which four experts, a passiv house architect, a passiv house timber frame developer, the Community Land Trust and Eden District Council’s community housing team led a discussion on how Alston Moor’s need for affordable homes and workspaces could be met through energy-efficient buildings. There was immense enthusiasm from attendees to forge ahead and utilise the Eden District Community Led Housing funding to set up a community housing working group. The aim of this group is to lead on the development of beautiful, energy efficient social housing for both young people and the elderly. It is certain that a funding application will be made to support an initial “future proof” housing needs survey for the area, as well as looking at other potential land allocation and land asset transfer to the community. The discussion also identified the usefulness of involving an independent facilitator to bring together the current organisations, groups and individuals that

³ National Evaluation of Participatory Budgets in England, Department for Communities and Local Government, 2011.

operate in isolation or as stand-alone projects on Alston Moor, thus creating a truly representative working group.

- Go Organic Master Composting Workshop – 14 participants learned about efficient, organic composting
- Love Food, Hate Waste – only 2 participants, despite a strong marketing effort.
- Repair Café – a successful pilot event with 20 participants and an appetite to continue.



With the exception of the Love Food Hate Waste event, therefore, the events of the launch week resulted in good levels of engagement from participants.

The Love Food Hate Waste and real nappies event was targeted specifically at young parents at the primary school, pre-school and nursery and despite marketing the event through the school, Barnardo's and the health visitor, via social media, email, newsletter and posters etc. it was apparent that this is a hard target group to reach. A crèche and childcare were provided free. The timing of the event was thought through carefully to meet the needs of parents. Unfortunately despite all of this most parents didn't want to stay and felt pressured for time and had other priorities. Perhaps we just have to acknowledge that young families will continue to be an extremely hard group with which to engage in any direct way.

4.4: Project Management:

All the organisations interviewed for the evaluation were asked to comment on how effectively the

"Roe does great things for Alston Moor."

"She has been very good at engaging with the council."

"It was obvious to use CAfS. Who else would you turn to? They have so much professional knowledge."

"I suppose there could be a downside, I mean those kind of people who think CAfS is, you know, 'green crap'. But to me it feels like a good fit."

"It's an excellent fit and it means that Roe isn't working in isolation. She has the back-up of a wider organisation and has access to best practice."

"It's partly because of Roe that we decided to engage with this project. We've worked with her before. She has been very helpful and we wanted to maintain the relationship. She has a direct link into CAfS, which is a sound organisation with a good reputation."

Greenprint project was being managed by CAFS. Feedback was positive with respondents believing that CAFS had useful experience and expertise to back up the work of the project manager. All saw her time, work, effort and expertise as being the key to success.

4.5: Summary of Year One Achievements:

Year One has mainly focussed on making links and setting up processes, leading to the public launch in September. Achievements are:

- Establishing effective working relationships with councillors and officers of Cumbria County Council and Eden District Council and gaining support for the idea of a Greenprint informing and embedded within, the community plan and, ultimately, a neighbourhood plan.
- Maintaining and further developing links with Parish Councillors and with the Alston Moor Partnership, particularly with regard to the community planning process.
- Establishing a clear role for the Greenprint within the wider planning process – i.e. by providing a specific focus for low energy, low carbon solutions to Alston Moor’s long term sustainability as a self-sufficient community.
- Working closely to support Alston Moor Community Energy develop a baseline survey of the current energy usage and renewable energy deployment on Alston Moor and to investigate the feasibility of community solar PV at three identified sites, the high school, Bond’s Factory and High Mill, a heritage development.
- Developing, organising and piloting new methods of community consultation, with clear indications that this has engaged with ‘new people’.
- Organised a series of practical workshops to share good ‘green’ practice, with good participation levels overall.

From this we may conclude that progress is being made towards the achievement of the three key outcomes.

5: Challenges

The first year of the project has been full of challenges. Most of these predated the setting up of the project and, indeed, it was partly to tackle them that the Greenprint project was established.

A Broader Vision: The recent community development history of Alston Moor has been one of disparate groups doing good things but failing to link them together to maximise impact.

Experience from other communities shows what can be achieved when ideas and actions are brought together in a holistic way. People from Alston Moor have been on visits to both Wooler and Amble, communities in neighbouring Northumberland. Both these communities have made considerable investment in economic infrastructure, including buying up properties, regenerating shops and building

social housing. The community development in these areas has been much more business and economy led than it has been in Alston Moor.

Whilst the Alston Moor Partnership has been active in terms of developing and delivering individual projects, such as the townscape heritage scheme, it may require a broader based representation, including economic development expertise, in order to develop and take forward a strategic vision in which all community strands are integrated. The Greenprint itself is a small project focussing on the sustainability of the community in terms of green issues, specifically energy. But securing the sustainability of the community as whole will need a wider vision, including tapping into the expertise and energy of the business community in order to create opportunities for employment and enterprise.

The Capacity to Work Together: In order to develop an inclusive and integrated vision people have to work together. They have to know what each other are doing or planning to do. They have to find out about opportunities and good practice. This takes time and resource and is most effective when there is a central hub around which people can gather. With regard to the Greenprint, this hub is the project officer. One of the key challenges of the project is that, because the Greenprint can only be successful if it is embedded into the overall community strategy, the project officer finds herself being sucked into the development and delivery of many other projects. There is a distinct danger that she becomes the 'go to' person on a wide range of issues. This risks leaving a large hole when the funding for her post ceases. For the project to have long term impact, it is essential that a suitable vehicle for the future strategic development of the community is established before the end of Greenprint project funding.

Engaging All Parts of the Community: The challenge of engaging different groups within the community has already been commented upon in section 4. It is difficult to see what other means can be tried to involve busy families and it may be necessary just to keep plugging away, keeping on providing opportunities for this group.

Both the professional artists who curated the ARK project felt that it had not had the high level impact they had hoped. As previously mentioned this was partly due to timing and partly due to the very broad scope of the project. Plans to work with youth groups and to develop a sharper focus around the theme of energy may well improve impact. This will be examined in the Year 2 evaluation.

It seems likely that AMCE will deliver some practical and highly visible actions within the next year. Seeing things happen for real, instead of just being talked about, can have considerable impact in terms of getting people actively engaged in their community. People tend to suffer from consultation overload after a while and disengage. On the other hand, real developments that they can see, and which have clear community benefits, can be energising and inspire action.

6: Next Steps

All interviewees were invited to consider what the next steps in the project should be.

“It needs to mature into things that people can see on the ground – for example advice on insulation and training in heritage building skills. Things happening will build momentum. And we need to make sure that people know about it, to keep it at the forefront of people’s minds.”

“Take a look at crowd-funding for potential projects – work in that area could be useful.”

“Now its gone public it needs to speed up – keep the public involved, plenty of press releases and to keep EDC in the loop. Some early wins, like the solar panel projects. We need an action plan we can get behind.”

“Keep the communication going and bring the strands together. I think the stakeholders need to meet to review next steps.”

“Next steps depends a bit on how the consultations go. Encouraging the councils to explain better to people what they get in return for their taxes would help, and what things are falling to the responsibility of the parish council. So they can understand why local government can’t do it all. Some of it will be down to community groups. Flushing out the local talent and skills would be useful. Getting volunteers and getting them committed. I hope the Greenprint will bring different people to the fore.”

“Help people understand that sustainability in general means energy sustainability in particular. How about increasing the precept so we can employ a worker to coordinate volunteers? Moving the Energy Company along so that it can generate a fund for small scale community projects. I’d like to see a better understanding of recycling, the whole process, so we can see a reduction in waste and litter. Maybe a mechanism for lift-sharing. It should be do-able. An important thing to come out of this process would be a sense of collective responsibility.”

“Next steps should include expansion beyond the groups already involved. And we need to challenge misconceptions. The project has to find a way to move away from the theoretical to the tangible – making it real. We can’t ask people to be aspirational in their thinking if they don’t know what they’re supposed to be aspiring to. They need to have an idea of what’s possible. So, examples from elsewhere. Let’s show what similar communities have achieved and how they did it.”

7: Recommendations for Years 2 and 3:

- Focus resources on achieving early ‘wins’ in order to ‘make it real’ and show tangible activity with which the public can engage – also show-casing good practice and providing exemplars of what can be achieved. Actions could include the community owned solar pv projects, the Repair Café, the development of a Community Energy Strategy in association with Northern Gas, and work to develop and apprenticeship scheme linking energy efficiency and social care.
- Set up a project timeline on the website to demonstrate what has been done so far and what’s happening next. Use AMP and associated websites to share success stories and show what other communities have achieved and that could be potential models for Alston Moor.
- Continue liaison with AMP over the Community Plan to ensure Greenprint becomes embedded.
- Continue liaison with Parish, District and County Councils with view to taking Community Plan forward into a Neighbourhood Plan linked to the development of a community housing trust or another vehicle.
- Plan to develop the community art project with a more specific focus around the future vision for Alston Moor and energy.
- Use the general feedback sheet at events where it is appropriate to do so, to find out if there are shifts in people’s knowledge, attitudes and behaviour.

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Appendix 1: Key Indicators and Methodology for Evidence Collection

The Key Indicators are set out in the following table. **Note 1** sets out more detail for the two objectives which are about awareness, understanding, attitudes and ideas – and which, therefore, do not lend themselves to simple measurement criteria. **Note 2** provides a draft example of a robust attitudinal feedback sheet, which can be adapted for use at seminars, events, activities delivered through the project.

Note 1: Changing how we think and reclaiming the future:

Gathering attitudinal data is notoriously difficult and therefore so is measuring change. Survey data is used e.g. polls – however this needs to be done across a huge sample to be representative and recent outcomes of national polls have been wrong.

Therefore we propose a more qualitative approach to measuring progress towards this objective.

A key to this will be public engagement with the arts activities supported through the Greenprint project.

The baseline of how people feel about living in Alston Moor has already been established through the first stage of the Community Plan consultation.

To this will be added the responses of people participating in the arts events of the Greenprint launch week – specifically:

- Any key themes from art works
- Responses to the Alston Ark
- Key themes emerging from the Word Hoard activity

To test if people have changed the way they think about the future, a second art project will be developed which focuses on visions for Alston Moor in 2020 or 2030.

Note 2: A General Feedback Sheet:

This is based on a major survey approach used by academia which incorporates UN sustainability criteria. It is for use with older children, young people and adults. It is simple in order to encourage people to complete it. Inevitably this also means it is simplistic, unable to accommodate nuanced response. On the other hand this does mean it can be analysed more easily.

The approach includes measurements of knowledge, attitudes and behaviours. We have added a section on future opportunities. The first sections should be completed before the start of an event or activity, the final section after participation.

This template may be used or adapted as appropriate for any events that take place during the lifetime of the project.

Key Indicators

Objective	Baseline	Indicator	Evidence and collection method
Changing how we think *1	N/A	<p>More people think positively about the possibility of a greener, energy efficient future.</p> <p>Groups established to take action</p> <p>Energy efficiency installations</p>	<p>Survey data where appropriate</p> <p>Anecdotal feedback</p> <p>Number of groups established</p> <p>Number of volunteers engaged</p> <p>Number of energy efficiency measures.</p>
Taking action	Energy usage and renewable energy installation data from household survey	<p>Decreased energy usage</p> <p>More Renewable Energy installations</p> <p>Community energy schemes established or progress towards</p>	<p>Year three household survey</p> <p>Number of actual installations</p> <p>Progress updates from AMCE, including energy generated, sold to grid, income earned and invested</p>
Influencing Policy	Discussions with councils re extent to which sustainability planning is currently integrated into neighbourhood and community planning and at more strategic levels	<p>AMP Greenprint integrated into AM Community Plan and Neighbourhood Plan</p> <p>Model replicated elsewhere in Eden and/or Cumbria</p> <p>Any significant policy change relating to sustainability</p>	<p>Physical documents</p> <p>Feedback from councils</p>
Reclaiming the Future*1	N/A	Engagement with art projects	<p>Submissions to art project</p> <p>Feedback from Art project</p>

General Feedback Sheet:

KNOWLEDGE			
	TRUE	FALSE	UNSURE
Economic development, social development and environmental protection are all necessary for the sustainability of Alston Moor			
Sustainability is as much about what our children need in the future as what we need today			
Sustainable consumption includes using goods and services in ways that minimise the use of non-renewable natural resources and reduces waste			
Helping people who are less well-off is an essential condition for Alston Moor to become more sustainable			
We can slow the rate of climate change			
ATTITUDES	AGREE	DISAGREE	MAYBE
Everyone should be taught the knowledge, values, issues and skills needed for sustainability			
Our overuse of resources is a serious threat to the health and welfare of future generations			
We need stricter laws to protect the environment and the climate			
There is no point getting involved in local green actions because governments and industry have to act first			
Manufacturers should minimise the production of disposable goods and non-recyclable packaging			
There should be more investment in fuel efficient modes of transport			
There should be more investment in locally produced energy using renewable sources			
Locally produced food is better for the environment			
Actions to make local communities more sustainable can influence councils, governments and industry			
Science and technology advancement will solve our environmental problems			
Acting sustainably is only worthwhile if it reduces costs			
The government should be the leader in sustainability			
BEHAVIOURS	AGREE	DISAGREE	DEPENDS
When I can, I walk or bike places instead of going by car			
I try to recycle as much as I can			
I always vote in local elections			
I make an effort to respond to consultations which affect the future of Alston Moor			
I avoid buying products from companies with a poor			

environmental track record			
I have taken action to reduce my home energy use			
I grow some of my own food or buy from local producers whenever possible			
I have made changes to my lifestyle in order to reduce waste and limit my carbon footprint			
I volunteer with a local group or charity			
I am happy to pay a bit more for goods and services that are more sustainable			
FUTURE OPPORTUNITIES	AGREE	DISAGREE	ALREADY DOING ALL I CAN
As a result of what I have learnt today, I intend to make some changes to my life style.			
I would like to understand more about how to reduce my energy use			
I am interested in making my home or business more carbon neutral			
I would like to join a group that is working towards a more sustainable future for Alston Moor			
After this event/activity I feel I have more information, understanding and skills to help me reduce my carbon footprint.			
After this event/activity I feel more optimistic that we can work to a sustainable future for my community			

3: Gaining Feedback from Partners:

The evaluation will touch base with key partners on a regular basis throughout the life of the project. This will be done on both an informal and an informal basis.

There will be at least two cycles of formal interviews conducted by phone or face-to-face. These will be semi-structured using the following interview framework:

- 1: What are your general feelings about the value of a community greenprint?
- 2: And about the importance or relevance of building it into the community and neighbourhood planning process?
- 3: What do you see as the role of your organisation/group in the greenprint process? How effectively do you feel you have been engaged with it so far?
- 4: How do you feel about the CAfS delivery and management of the project?
- 5: What outcomes are you hoping will be achieved?
- 6: What do you think are the essential next steps?

