

Greening Evesham

Project ideas from 23rd February work groups

Transport

T1 Evesham Green Transport Day

When? Early autumn, a school day

Why? To show and let people experience greener ways to travel. Demonstrate a reduction in motor traffic and a less polluted environment

What? Create wide pre publicity. Work with schools, businesses, community organisations to get full involvement. Monitor results and publicise stories.

T2 Getting Children to school

When? Probably beginning in autumn 2019

Why? Journeys to school by car create traffic congestion particularly around school premises; children do not get exercise they would with walking or cycling.

What? Work with schools to suggest and help implement longer term solutions, e.g. walking buses, park and ride or park and walk schemes.

T3 Bicycle Rental Scheme

When? When possible

Why? There is nowhere in Evesham where you can hire a bicycle.* Evesham has good rail connection so Evesham seems ideal place for hire facilities.

What? Work with local bike shops, GWR and tourism interests to set up a hire facility.

T4 Bus Promotion Scheme

When? Starting autumn 2019

Why? There is very little easily understandable information about bus services around Evesham resulting in low patronage and more car journeys.

What? Work with bus operators and local authority to provide maps and timetables throughout Evesham and adjacent villages.

T5 Town Time Zone Maps

When? When possible

Why? People commonly over estimate time to walk or cycle and use a car instead. Maps would show actual figures to encourage people to switch to green travel

What? Prepare maps and find suitable places for display

Built environment and biodiversity

BE1 Green Roof Bus Shelters

When? Summer / Autumn 2019

Why? To promote the idea of green roofs and show how they can help improve the aesthetics of the built environment, promote biodiversity and act as an aid to flood alleviation.

What? Identify which bus shelters are viable to take a green roof. Source suitable vegetation (or grow our own?!) to plant up. Explore maintenance options. This could roll out on a bigger scale going forward e.g. community buildings.

BE2 Influencing Built Environment Standards Policy

When? Immediately

Why? Standards of housing design are set by rigid Building Regulations but, where evidence exists higher standards can be justified. Higher standards can also be set out in a Neighbourhood Plan.

What? Write to policy planners requesting higher standards in the SWDP review (will be particularly important after the publication of their Preferred Options document) and lobby MP's to get the standards changed at the top. Persuade Town Councillors that a Neighbourhood Plan is greatly needed to activate any change. Investigate financial incentives for retrofitting solar panels etc. (could be part of another project)

BE3 Community Orchards

When? When possible

Why? To help alleviate flooding, promote biodiversity, mitigate against climate change and improve the communities connection with nature.

What? Look at linking local groups e.g. Vale Landscape Heritage Trust with developers. Identify disused sites for potential. Look at any underused Town Council owned sites. Look at sites on larger housing estates.

BE4 Community Gardens

When? Starting Autumn / Winter 2019 (for planting Spring 2020)

Why? To improve the aesthetics of the built environment, provide a place for the community to come together and grow fresh local produce or to simply enhance urban areas with colour and scents. The community can then get involved in running the gardens whilst giving gardening classes, selling produce to local farm shops and entering competitions as examples.

What? Source potential plots e.g. disused land, gardens on schools, woodlands, unused land owned by the council/social housing providers, existing allotments or simply small parts of pavements big enough for a planting bed.

BE5 Utilising Green Infrastructure on new housing sites

When? As new sites for housing (or other uses) come forward

Why? To explore the opportunities for growing food or generating electricity to make GI sites multi-functional, innovative and more beneficial for the community.

What? Approach planners and developers at the early stages of site planning. Investigate examples of other successful schemes.

Economy and tourism

ET1 Launch a Buy Local Campaign

When? By Autumn 2019

Why? To encourage consumers to choose products and produce from the Vale of Evesham, reducing domestic and international imports.

What? Develop a logo that can be used on stickers, labels, shop signs etc. where goods are sold that originate in the Vale of Evesham (Made in the Vale?). Encourage producers and local shops to use the logo on their products alongside an online directory listing participating businesses.

ET2 Form a Local Business Support Group

When? By Summer 2019

Why? To encourage consumers to choose services, products, produce from the Vale of Evesham, reducing domestic and international imports.

What? Form a group to help develop and promote local businesses by sharing resources such as marketing and business development coaching. This could work as part of or alongside VECTA.

- ET3** **Map out new Walking and Cycling Routes to promote the assets of the Vale of Evesham**
- When?** Begin summer 2019
- Why?** To encourage sustainable transport as a means to explore the area by visitors and locals.
- What?** Develop themed routes, such as a 'farm to fork' trail to link local producers to the shops that sell their produce or a heritage trail to link up historical landmarks around the area.
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- ET4** **Promote Agritourism**
- When?** Begin Summer 2019
- Why?** Encourage visitors to the region to reduce the number of long journeys and overseas holidays.
- What?** Identify existing agritourism activities (e.g. Pick-your-own, farm stays, rural accommodation, maize maze, farm parks) and look for further opportunities. Work with Visit Evesham to include an Agritourism section on their website.

Food

- F1** **More allotments**
- When?** Continuous
- Why?** Encourage people to grow their own food
- What?** Lobby town council , parish councils and other landowners to release land
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- F2** **Fruit and nut tree planting**
- When?** Continuous
- Why?** Improve environment & air quality, helps pollinators, build up climate-change-resistant stock & eat the produce!
- What?** Identify suitable sites, seek permissions and get tree grants
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- F3** **Incredible Edible**
- When?** Re-start summer 2019
- Why?** Demonstrate & encourage community veg. growing
- What?** Identify suitable sites, seek permissions and get people involved

F4 Wild flower areas

When? Plant from Spring 2019

Why? Help pollinators, beautify Evesham, support biodiversity

What? Find suitable patches of land. Convince local authority etc. not to mow!

F5 Mobile fruit & veg around town and villages

When? Whenever

Why? Provide distribution channel for small-scale local producers, encourage consumption of fresh, local food

What? Pop-up markets in villages and town districts on known days with local produce

F6 Local Food Guide

When? 9th edition launching in April 2019

Why? Promote the local farm shops and producers

What? Promote printed guide and TEV 'Local Food' web site.

F7 Gleaning

When? Autumn 2019

Why? Cut down on food waste

What? Consult other gleaning groups and start local group

Energy

E1 Residential heat loss advice

When? Winter 2019

Why? Show people where their houses are losing heat and give advice on improving insulation

What? Train community volunteers to visit streets and scan willing houses with Infra-red camera.
Investigate possibility of using Drone as well.

E2 More sustainable street lighting

When? Soon

Why? Reduce energy consumption , light pollution and annoyance

What? Accelerate town and village switch-over to LED lighting with efficient downwards projection. Investigate reduced 'on' times or 'dim' streets at some times of day (e.g. 1 in 4 lights on or switching to a 'dim' level)

E3 Hydroelectric power from weirs and locks

When? Start soon. Projects to take several years

Why? Generate renewable local / community electricity from River Avon

What? Generators where there is a fall in level. Can investigate AUR water engine, as this works off low 'head'. Fund as 'community energy' projects?

E4 Businesses to reduce their energy use

When? Whenever

Why? Encourage reduced energy usage

What? Offer printed advice + recommend energy audit consultants.

E5 Better publicity on running costs of LED lights

When? ASAP

Why? Show householders and businesses cost and environmental advantages

What? LED units can now replace almost all incandescent & fluorescent fixtures. Campaign on energy benefits of change and (particularly) reduced disposal / recycling impact of replacing fluorescent units.

E6 Heat Networks for new housing estates and business sites

When? Starting now

Why? Improved energy efficiency & possibility of renewable geothermal energy

What? The Exeter district has shown the viability of imposing head networks on new developments b. Work with South Worcestershire District Plan team on strengthening heat network promotion on next SWDP release. Include specifically the possibility of Geothermal Energy in Vale projects.

- E7** **Ground Source heating for Evesham Adventure Playground**
When? Start soon
Why? Heat EAP buildings using high efficiency ground source heat pumps
What? EAP would welcome a community project to help put this in place

Waste & Recycling

- WR1** **Produce a local guide to recycling and related facilities and availability of low or unpackaged goods**
When? Spring/Summer 2019
Why? To inform the public of the possible ways to reduce waste
What? Research and gather information on the above. Collate and produce booklet.
- WR2** **Encourage people to compost**
When? Autumn 2019
Why? To reduce the amount of garden waste and suitable food waste with the added bonus that compost can be used reducing the need to buy in chemical fertilizers
What? Expertise on composting, possibly offering a talk demonstrations or leaflet. Need to decide on target audience.
- WR3** **Raise awareness of waste with businesses, shops, schools & individuals**
When? Autumn 2019 onwards
Why? To encourage others to take action to reduce waste
What? Produce material useful to specific target audience. Arrange meetings with various groups. Could be done partially in tandem with producing a local guide or following on
- WR4** **Highlight individuals and/or businesses achieving success in reducing waste**
When? Summer/Autumn 2019
Why? Provides encouragement and inspiration to others trying to cut down on waste. Another way to highlight the issue.
What? Arrangement with friendly newspaper/magazine willing to provide coverage of such a topic on a regular/semi regular basis.

WR5 Set up a community recycling scheme or zero waste shop

When? 2020-21

Why? To provide method of reducing waste

What? Human resources, finance, suitable site.

Unclassified project ideas

U1 Park and float

When? ?

Why? Would ease congestion through the town

What? Park at The Valley Country Park (a park and float designated car park) and take a boat down the river into Evesham and back!

U2 Dog bins that power street lamps

When? ?

Why? Convert dog waste into useful electricity (small-scale)

What? This has been done by someone in Mangler

U3 Community Tree Planting

When? Continuous

Why? Make Evesham Greener + community engagement

What? Could consist of tree giveaway programs, school and group tree planting projects, internships and a volunteer maintenance program

U4 Traffic Notice Boards

When? ?

Why? Informing and raising awareness to the impacts of people sitting in traffic jams in the town

What? Electronic boards at entrances to town

U5 Reduce household item dumping

When?

Why? Keeping Evesham tidy and healthy

What? Tackle the issue of household items being dumped next to council black bins around the residential areas of the town

U6 Award for most improved / green street

When? Start soon. Assess in 1 year for improvements to take place

Why? Encourage the 'greening' of Evesham

What? Tun an award for streets who have done the most to improve the greenery of their street scene. The prize doesn't need to be money – it could be volunteer time to help cultivate gardens, or it could be a plaque / street sign to say they won!

U7 Pop Up shops

When?

Why?

What? Work with landlords of vacant shops to allow very short term and cheap leases to small businesses that currently have no high street presence or are based outside of the town.

U8 Work from home days

When?

Why?

What? Encourage businesses that can, to promote remote working to help reduce unnecessary travel and traffic congestion

U9 Promote the cycle to work scheme

When?

Why?

What? Encourage businesses to adopt the cycle to work scheme as many may not be aware of it and how it works.

U10 Free cycle stands for businesses

When?

Why?

What? Several county councils provide free cycle stands for businesses so Worcestershire should be encouraged to do the same

U11 A summer art trail

When?

Why?

What? Many towns and cities now have themed art/sculpture trails to help bring in new visitors and encourage them to explore the area by foot (e.g. Worcester Stands Tall Giraffes). Local artists decorate many different sculptures and they are in place for a few weeks before being auctioned off for a charity.

U12 Bird and bat boxes

When? In association with tree planting projects.

Why? Increases biodiversity

What? Attaching these boxes to suitable trees in suitable locations.

GreeningEveshamProjects-02.odt

13 Mar 2019

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