



Working locally to make a difference

# GREENING WALLINGFORD

## - what's all that about?

In November 2008, when Sustainable Wallingford analysed the feedback from their Climate Change Questionnaire - to which 563 households in the town replied - one really interesting response was that most people said they were doing lots of things to cut their carbon and live sustainably already, but that they would be motivated to take even more action to cut CO<sub>2</sub> if they knew they were not acting on their own and were part of the collective impact of the whole town's activity.

Sustainable Wallingford considered how we could respond to this, and are now offering what we think is a really positive solution. We have linked with an initiative '[The Greening Campaign](#)' that will help us to demonstrate collectively, what people in Wallingford are doing to live more sustainably and act on reducing the negative impacts of Climate Change. The Greening Campaign is happening in more than 80 communities in the South East of England and it is gradually spreading across all of England. We will be the first community to undertake the Greening Campaign in Oxfordshire and so could become a model for the rest of the County.

### *What is a Greening Campaign?*

It offers a simple way to capture the carbon saving activities that Wallingford people are undertaking and demonstrates the value of us all coming together to share what we are doing to act on climate change and live more sustainably. Put simply, the Campaign aims to encourage and support local people and businesses to take easy and straightforward steps to reduce energy consumption and waste - and in so doing to make financial savings while benefiting the environment. It involves people deciding on five small actions they will do to reduce their CO<sub>2</sub> and letting the community know they are doing this by placing a small 'Greening Wallingford' card in their window. This way they know they are not acting on their own and can see the value of their collective action. For example, if every household in Wallingford turned their thermostat down by



Sustainable Wallingford members show off the new posters

1° C, over the course of a year that would save 1,155,000 kg of carbon. (Energy Saving Trust Calculation)

### *How can you get involved?*

We know, from the results of our Climate Change Survey, that many people in Wallingford would like to capture their part in the collective and significant Climate Change reduction activities, that we are all undertaking.

To kick off the campaign, we are holding a public meeting where the Greening Campaign will be explained in detail on **Saturday July 18th 2-4 pm, in Wallingford Town Hall.**

Those attending the meeting will be invited to help choose a number of simple actions they consider to be most relevant to the town and which will enable people to make a difference to our environment today - and long into the future.

We are inviting individuals, as well as businesses, societies, churches, schools and elected bodies and will be publicising it widely across the town.

We believe this is an important campaign that could benefit us all - individuals, families, organisations, businesses and the town as a whole. We would be delighted to see you on July 18th to help us choose the challenges for

**Greening Wallingford.**

# Forming a response to the SODC Core Strategy

On 21st April, Sustainable Wallingford and the local branch of the [Campaign to Protect Rural England \(CPRE\)](#) held a public meeting to discuss plans for new housing in the South Oxfordshire area - not whether any should be built (there are arguments on both sides, and government policy leaves local authorities with little choice anyway), but the environmental aspects that should be considered. It was emphasised that Sustainable Wallingford and CPRE had no power over decisions on housing, and people with views on the matter should lobby their councillors.

John Griffin of Sustainable Wallingford began by describing the background: the Government's South East Regional Plan sets a level of housing development for each subregion, and local authority plans have to accommodate this. South Oxfordshire District Council's current local plan expires in 2011, and they are developing a Core Strategy to replace it, covering the period up to 2026. The draft of this strategy included a variety of policies to improve environmental sustainability, although in John's opinion it did not go as far in this direction as it should. It was for reasons of sustainability that there was a preference for development in towns (mostly in Didcot) and larger villages, to make best use of existing infrastructure; Wallingford had been allocated 850 houses. The deadline for responses to the consultation was the end of April.

Lynn Anderson from the Building Research Establishment described how the Code for Sustainable Homes measures the overall sustainability of new buildings by scoring their performance against a range of indicators of environmental impact (energy consumption has the biggest weighting in the final calculation). Lynn also explained that social housing is already required to reach level 3 (the highest level being 6), that by 2010 building regulations will require carbon dioxide emissions from all housing to be equivalent to level 5 and that zero-carbon performance will be required by 2016. Achieving the higher scores does generally add to building costs, but technology is improving rapidly.

Tim Fenn of local company Oakwood Builders gave his perspective on the issues, and demonstrated some recycled building materials and a very bright LED light using only

14W of power. He argued that small-scale experimentation should be encouraged alongside more formulaic buildings -- self-build houses are often more attractive and innovative than those built by large developers. New houses will be designed to be fit for purpose for at least a century to come, so Tim believes we should aim high when considering their design.

Arnold Grayson of the local CPRE branch said a few words, and then the participants of the meeting formed five groups to consider different environmental issues to do with new housing (transport, energy consumption, communities, etc...). Following the meeting, a group of Sustainable Wallingford members met to consider what these groups had come up with and draw up an official Sustainable Wallingford response to the draft Core Strategy - please [click here](#) for the finished article.

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## Visitor from another Wallingford

We were pleased to have a brief visit from Cathy Tuttle, who is a member of Sustainable Wallingford, Seattle. She was on her way to a Transition Towns conference in London to help their organisation form a view on whether to follow the Transition Towns path; this would help their community to respond to the challenges, and opportunities, of Peak Oil and Climate Change. Cathy was most interested in seeing our town and particularly enjoyed visits to the Fir Tree School garden and Project Timescape at the Northmoor Trust. Will we also follow the Transition Towns path? Maybe we will, but we are going to devote most of our energies this year to the Greening Campaign.



# SwapShop NEWS

Sustainable Wallingford's Swap Shops are now well known in the town and its surroundings, and we look forward to welcoming people to the next one on ***Saturday 27th June (10 a.m. to 12 noon in the Regal Centre)*** to pass on unwanted items to a good home, pick up something for free (remember that you don't need to bring anything in order to take something away), or bring items for recycling. This time there are a few changes in what you can bring.

We like to think that our collecting of drink cartons such as Tetrapaks over the years helped to persuade the District Council that they should include them in the domestic recycling collection, and as you can now put them in your green bin (or sack) for collection from outside your house, we will no longer be taking them at Swap Shops. Feel free to continue saving up your aluminium foil for us, though, as it's worth money and can make a small contribution to our funds.

Unfortunately we can no longer take paint (it is very difficult for us to find a home for most of it) or ordinary light bulbs (the County Council do not now collect them for recycling); fluorescent tubes and energy-saving bulbs are still welcome. Those of you who have been at the past couple of Swap Shops will know that we can now accept small portable electrical items, provided they are in working order and have a CE mark.

As is now usual our local Master Composter, Michael Dornan, will be on hand to provide advice about composting, and we hope to have some other visitors as well to give you more ideas on how to be more environmentally friendly.

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## A note from the editor...

We aim to produce this newsletter three times a year to keep members and supporters in touch with what's going on. Don't forget that in between newsletters you can keep up to date via our website - [www.sustainablewallingford.org](http://www.sustainablewallingford.org). We will post details of meetings and other events so please do check for updates.

Please feel free to contact me with any comments or suggestions, to [aphurford@hotmail.com](mailto:aphurford@hotmail.com) or Tel: 07930616789

Thanks, Anthony Hurford

## Psst...Tell a friend....

To reach a whole new audience of volunteers, supporters and friends, SusWal can also now be found at the following social networking sites (click on the name to go straight there!):

**Twitter:** follow us for short 'tweets' on events, campaigns and group updates

**Facebook:** publicises events and will contain a photo gallery, it is also a forum for conversations and ideas

**LinkedIn:** show your colleagues and contacts that you support Sustainable Wallingford by joining our group and displaying our logo on your profile, receive notifications about events etc.

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## Politics in the Pub

It happens all the time informally of course, but on 28th May the Coachmakers Arms in Wallingford became the venue for election hustings, organised by Sustainable Wallingford for candidates in the county council elections.

More than 50 people listened, mostly over a beer, to candidates Lynda Atkins (Independent) and Bruce Forman (Green Party) give their views on local and global green issues. Conservative candidate Sarah Nye and Labour candidate Mandy Winters were unable to attend, but Sarah sent a statement to be read out and District Councillor Imran Lokhon helped present the Conservative view.

The discussion began with the candidates agreeing on the importance of OCC tackling climate change as well as personally, but the public's passions ran high on local issues including housing development and waste collection.

There was general opposition to South Oxfordshire District Council's strategy proposing 850 new houses around Wallingford, and the District Council also came in for heavy criticism for imposing wheely bins on all households, including small terraced homes.

Hustings Chairman John Gordon concluded the meeting with a vote of thanks to the candidates. He remarked on the speakers' broad agreement about the importance of environmental issues, and in particular on the need for more effective policies to address global warming. These will be addressed in Sustainable Wallingford's "Greening Wallingford" campaign (see front cover - ed), which we hope to carry out later this year in partnership with the Town Council, SODC and OCC.

## Where to BUY LOCAL...

The production of the new guide, '*Where to BUY LOCAL in and around Wallingford*' has taken up most of the Local Sourcing group's time this year. It was finally launched on Saturday 16th May at the Local Producers' Market which was held outdoors in Feathers Yard.

Helen Peacocke, who writes for The Oxford Times, was the guest of honour. She is a great champion of local food and took a vow to eat only British food this year and to get as much as possible from Oxfordshire. Helen had already found our 2007 "Buy Local" guide very useful and was pleased to see that the new version was bigger and better with 20 new entries.

Everything in the directory is produced within a 30-mile radius of Wallingford and sold within seven miles of the town. The directory is delivered free to homes in Wallingford, Cholsey, Benson, Ewelme and some of the nearby villages - thanks to the Sustainable Wallingford members who volunteered to do this. Copies are available from Wallingford and Benson Libraries, the Information Centre in Wallingford Market Place and also from shops down-to-earth and Just Trading. This time 10,000 have been printed as the 8,000 we had last time soon ran out. The small businesses listed are not charged for their entry and there is no advertising. Costs have been covered by a grant from the Big Lottery Fund's Local Food scheme. An online version, with interactive maps showing the producers, can be found on our website at [www.sustainablewallingford.org/buy-local](http://www.sustainablewallingford.org/buy-local).



Helen (left) receives local goodies from Emily

We were very pleased to get a good response to our press release about the launch with a generous slot on BBC Oxford TV the evening before and a radio interview on Radio Oxford's Breakfast Show on 16th May. Helen Peacocke has written an article based on the new guide which was published in the *Oxford Times* on June 4th.

The next project is to set up a community orchard within reach of Wallingford and it is likely that this will be on land owned by the Northmoor Trust. They have applied for funding for this and other food related schemes and if they get it, we plan to join the partnership they will set up to run it. It is still early days, but we hope that a lot of local people will want to be part of this exciting new venture.

## SusWall's new Communications Coordinator



The members of Sustainable Wallingford recently elected Anne Augustine as its new communications coordinator.

The role of the communications coordinator is to act as a single point of contact for the communications committee. The coordinator works with the management group and action groups to ensure that all external communications (with the media, local authorities, agencies and the general public) convey an articulate, credible, consistent and professional image of SusWal and the work we undertake.

By day, Anne is Europe, Middle East & Southern Africa head of Global Citizenship & Environmental Sustainability for EDS, which is a division of the technology company Hewlett-Packard. She has responsibility for reducing the environmental impacts of EDS' business services, strategy & governance and employee / community / stakeholder engagement. She also advises EDS' customers in the private and public sector on sustainability through the efficient and effective use of technology. This is complemented by over 15 years consulting and programme management experience.

Anne is also a trustee of a national charity that campaigns on environment and health issues from a female perspective.

Anne and her husband have been living in Wallingford since 2007.

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