

Campaign Plan

Area Board: Calne

Summer 2019 Review

<p>Priorities raised by local community</p>	<ul style="list-style-type: none"> • Appropriate use of black boxes and recycling – getting messages to residents and parents of children in the schools where we work. • What can be recycled locally and where there are recycling points e.g. plastic bag recycling. • Litter, particularly single-use plastic and take-away food containers
<p>Aims & objectives of campaign in Calne Community Area</p>	<ul style="list-style-type: none"> • Raising awareness of local recycling information • Accessible repair and reuse activities with particular focus on increasing skill set and reducing cost for residents • Through our waste and recycling activities and education programme an outcome is likely to be a reduction in litter, though this is not the focus of the project.
<p>Key Stakeholders & community organisations and projects to link with</p>	<ul style="list-style-type: none"> • Community Hub • Calne Crew – litter-pick group • Maggie's – Marden Vale Parents Group • Scouts • Friends of Abbots Brook • Castlefields Park Group • Calne Men's Shed • Shout out Calne • Calne Children's Centre • Calne Football Club • Possible Pub venue • Local Youth Network • Calne Town Council

Intended and Actual outputs of campaign in Calne Community Area

Community & Families:

- Repair Café with the Calne Men's Shed and the Community Hub. [Repair Café held on 1 June 2019 with the Repair Academy and Calne Men's Shed](#)
- Increase local recycling options. [Promoted Terracycle collections to local schools and organisations we worked with and supported local volunteer to promote the collection points she'd set up in Calne](#)
- Raise awareness via information stand (outside supermarkets e.g. Tesco, at events etc), local press and newsletters. [Stand and community workshop in Tesco's Calne Springs community room, Mass \(plastic packaging\) Unwrap at Calne Sainsbury's.](#)
[2018 Cherhill Primary School Summer Fete waste-free activities, May 2018 Calne Area Board presentation, 30 Days Wild Litter Pick, display and activity at Calne Fireworks, display at Calne Community Day, 'A Plastic Ocean' screening and business stands during Calne Shopping Week, stand and activities at Christmas Festival, proposal to Calne Town Council to support signing up to the Surfers Against Sewerage Plastic Free Communities scheme \(approved\) and on Steering Group working towards this, March 2019 Calne Area Board presentation, May 2019 Calne Area Board presentation](#)
[Articles in Gazette & Herald: 8/11/18 Plastic Free Calne, 20/12/18 Greener Christmas, 20/06/19 Repair Café. In Town Crier: Plastic Free launch advert May 2019 and writing a waste and recycling piece for the next issue. Interviews on BBC Wiltshire: 25/05/18 Disposable plastic, 2/10/18 Disposable plastic, 9/12/18 River Warriors, 31/1/19 Waste Free Feb, 21/05/19 Plastic Free Calne, 01/06/19 Repair Cafe](#)
- Summer carnival 2018 - community upcycled art to parade and information stand. [Stand and 'Michael Recycle' community sculpture created which was paraded in front of hundreds of residents who were given the new recycling flyer](#)
- Production and promotion of recycling benefits including an infographic about recycling in Calne and posters highlighting positive outcomes from recycling. [28 'Good to Know' recycling posters up around Calne highlighting benefits of recycling which were also featured on the information stand display](#)
- 3 Community Workshops to promote reducing waste and reusing, recycling more [Plastic Free July drop-in workshop, Toiletries Gift Sets for Christmas, Calne Plastic Free Launch](#)

Recycle for Wiltshire Joint Venture

- Undertake 2 family events during school holidays.
Bubbles & Bugs event, Upcycled Planters & Nature Walk with Friends of Abberd Brook, Library Summer Reading Challenge 'upcycled pranks' workshop, Calne Playscheme 'Trashion Show', Waste Free Picnic, Autumn Family Fun

Pre-Schools & Schools:

- Access 4 Primary Schools to deliver: assembly, staff training, Waste Watcher Reward Card scheme, waste workshops, Wilts Waste Watcher Setting Award
Hilmarton Primary School: Assembly, waste workshops x3
Marden Vale Academy: waste workshops x3, Forest School sessions x6
Heddington Primary School: Assembly, waste workshop
St Edmund's Primary School: waste workshops x2, Forest School sessions x3
Fynamore Primary School: Waste workshops x4, Staff Training
- Work with John Bentley School to undertake at least 2 events highlighting recycling and decreasing waste. Include support and activities for the World In Action group.
Assemblies x2, Waste-free living workshops x2, waste-free school workshops x7, Trashion Show workshops x3, Waste-free lunch sessions x2
- Inter-school challenge across the Board Area with possible support from Hills Waste Solutions for materials and prizes.
Inter-school challenge with 8 schools in the Calne area to see which school could return the highest numbers of Waste Watcher Reward Cards. Each school had an individual winner who received a 'sponsor an animal pack' from Wiltshire Wildlife Trust. Heddington Primary School, St Edmund's Primary School, Cherhill Primary School, Holy Trinity Primary Academy, Hilmarton Primary School, Fynamore Primary School, Derry Hill Primary School, Marden Vale Academy all took part. The challenge was well received by pupils and staff and the overall winners were Heddington Primary School, returning 46% of the cards – their prize was to work with local artist Anya Beaumont to create a piece of art for the playground out of recycled material.
- Deliver at least 3 workshops with Calne Children's Centre and Calne Pre-Schools to include staff training and fun waste recycling activities.
Calne Children's Centre: Easter crafts session, Upcycled Gardening family event, Christmas crafts family session
Humpty Dumpty Pre-school: waste workshops x2, Staff Training

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 [facebook.com/WiltsWasteWatch](https://www.facebook.com/WiltsWasteWatch)

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Where everybody matters

Sunny Days Pre-school: waste workshops x2, Staff Training

Intended
Outputs of
campaign in
Calne
Community
Area contd.

Youth groups:

- Run a recycling workshop or session with at least 3 uniformed groups in Calne and the surrounding villages.
- Engage with the Calne LYN around the development of the schools competition and offer to support a LYN event around waste, rubbish or recycling.

Working with the Friends of Abberd Brook and River Clean up we helped facilitate the set up of a new environmental group, River Warriors. For 6 months the group ran a monthly session for teenagers and a monthly session for families, both groups were successful but due to volunteer shortage, the group has continued to run one session a month for both families and teenagers. The group meets to run litter picks and learn new skills by up-cycling and mending recovered items from the Brook, the group also engages local families in nature and recycling-themed activities. We have promoted two of the regular teenagers to become River Warrior's Ambassadors; they will receive training to help advance their skills and ability to help with group activities. By becoming Ambassadors, it will help give the teenagers extra ownership and responsibility within the group and for the local environment.

River Warriors have established a regular group of families, all are being inspired to better protect their local environment. The group is now running successfully with minimal but continued support from the WWT.

We decided to focus our efforts on establishing the River Warriors group following a previous collaboration with Friends of Abberd Brook who had been keen to set up a youth group.

Contacts:

Children	=	6,832
Adults	=	1,343
Total	=	8,175

Volunteering:

Volunteers	=	13	Volunteer hours = 124.5
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