



Agenda item 14b, Maker with Rame Parish Council proposal for the production of Green Guide

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Summary from Millbrook Parish Clerk

- To my knowledge, although the correspondence has been forwarded regarding the proposals, the draft Green Guide has been produced involvement with Millbrook Parish Councillors and more importantly without approval from both Councils. (Maker with Rame Parish Council are considering approval of the Green Guide during their parish council meeting on Monday 18th October 2021).
- A lot of work has gone into producing the guide and Maker with Rame Parish Council's original plan was to produce the guide during COP26, which ends on 12th November.
- My initial concerns were:
 - Are we providing value for money and using the best method of engaging with members of the community?
 - Could we not make use of an existing publication (if this is more cost effective)
 - Would a new low cost website, use of social media, noticeboards and a few printed copies be better value for money?
 - Have all businesses in the area been given the opportunity to contribute?

Millbrook Parish Council considerations

If the Council is mindful to agree to fund towards the Green Guide, please consider the following:

- Does it comply with MPC's [Environment and Climate Change policy](#)? Local printers have not been approached however the green credentials of those businesses approached have been taken into consideration.

- At least one member of Millbrook Parish Councillor should be actively involved, checking the validity of the businesses, and working with the Maker with Rame Parish Council.
- PC Parish Council has not budgeted for this piece of work. Therefore, I would suggest a new budget line is created and costs are vired from another budget where there has been an underspend, for legal and professional fees.

Feedback from other town and parish clerks

I have taken the opportunity to ask other Parish Clerk's if they produce newsletters to all residents and whether this is well received?

- We deliver to 'every' household (about 2500) 4 times a year. We did a survey a couple years ago and consulted everyone. Opinion was overwhelmingly in favour of keeping paper copies for everyone for the time being. I do think ours is quite well read and know that an awful lot of the population wouldn't bother if it was only online.
- We distribute a quarterly newsletter to 10k properties. The council is keen to ensure they reach all those who may not be on the internet. We are thinking of increasing to 6 editions annually. (Faversham Parish Council)
- We have found our community newsletter is the only way of reaching everyone as not everyone follows our FB page or website.
- Unfortunately, we found the only way to note that all residents have a chance to see this is to put it through their door. Not everyone does social media or email. Very few look at our website. Noticeboards are hit and miss. Where possible we put information in the village magazine rather than separate. If its aimed at a particular demographic it might be possible to reduce the number printed and target them?
- My council distributes a printed newsletter 3 or 4 times a year. It is the only way of ensuring everyone is being included, if they throw it in the bin it's their choice. Not everyone uses FB or email, so it's the most inclusive.
- Breakthrough Communications talk a lot about print media on their courses. Basically their message is that if you want to be inclusive and reach every household then digital plus print is the way to go. We don't print a newsletter, but we are a smallish village and the local church sends a printed magazine to every household once a month. I write an article for each edition. I frequently talk to parishioners who don't use social media and not even email. There are a lot of them! BT also suggested that email is a more 'trusted' medium than social media so building up your email mailing list is a good thing regardless.
- West Hanningfield Parish Council distribute quarterly to every household and if one gets missed, we hear all about it!
- Totnes do a quarterly double page newsletter in an existing publication, we also do ad hoc mailings out if we have a survey or something. Works out about £200 a time with the printing, seems popular amongst residents not on the interweb.
- I think possibly it depends on the composition of your parish: we have a high percentage of older people who like a physical copy.
- We have one delivered to the whole parish. It's brought us more community involvement / engagement than anything else. I highly recommended you do it.



- We distribute bi-monthly to every household (20 pages, 2200 copies). I get contacted if one property gets missed.
- When we did paper newsletters we used to do 70 copies per ward and put them in the library, shops, medical centres, churches pubs etc. Also sent out electronically to a mailing list of people who had requested it, as well as the Unitary, press etc
- I use our local free magazine which costs around 40 pounds. It's produced bimonthly goes to all our residents

Maker with Rame Parish Council will be considering whether to accept the proposal during their parish council meeting on Monday 18th October.

GREEN GUIDE' PROPOSAL

OVERVIEW

MwRPC held a community consultation on environment and conservation priorities on 9th August 2021. One of the recommendations from the meeting was to produce a 'Green Guide' for the parish. This proposal will be put to the full council in October 2021 and, if given the go ahead, the plan is to launch the guide at the MwR Parish Council meeting in November 2021.

It makes sense for the Guide to be produced for the Rame Peninsula and hence we are inviting other councils to work in partnership with us on this project and potentially share some of the costs. This proposal is an invitation from MwR Parish Council's Environment and Conservation Committee for Millbrook Council to participate in this initiative.

OUTLINE

The content of the Guide can be found below.

Content for "Green Guide"

1. Introduction by sponsoring Parish councils.
2. Explanation of climate and ecological emergency. Why PCs on the peninsula have made the declaration.
3. Quick overview of what there is to be proud of on the Peninsula: the important habitats/ species/ 'natural capital' plus some of the challenges/ threats facing them (including the Country Park, Pigshill Woods, graveyards as last havens for vanishing species, farmed land, verges, Cornish hedges, rocky shore, seagrass, estuarine mud, cliff faces etc).
4. Information about green businesses/ organisations/ services/ events locally and possibly also a bit further afield.
5. How to source information/ materials etc from outside organisations, e.g. Woodland Trust (e.g. how to source trees etc).
6. Volunteering/ skill-learning opportunities (scything, hedge laying, wildlife recording, rhododendron removal, foraging etc)
7. Some top green tips on how people can help in their own homes and gardens, household carbon calculator etc
8. Information to counter "green wash".



9. Call for further ideas on what could be done. Suggestions to date have included:
repair café; clothes swaps; car sharing etc.

PRODUCTION AND DISTRIBUTION

The guide will be produced as a 32 page A4 document in colour print using sustainable materials and printing methods. A graphic designer will be contracted to produce a visually attractive document. The Guide will be hand delivered to parishioners by volunteers. We have opted for a paper copy of the Guide to ensure that every household in the two parishes is able to access the guide.

COSTS

Estimated cost to Millbrook Parish Council is **GBP 930.00** based on a cost-sharing arrangement and on the quotations received so far (Annex 1). If other councils decide to join this initiative, the graphic design costs may reduce accordingly. However, it is worth noting that we'd like to produce the Guide ready for COP26 and hence may not be able to get other councils on board over a relatively short timeframe.

ANNEX 1: QUOTATIONS

Please note that we are waiting for one final printing quote to arrive. The quotations below are valid as of 16th September 2021.

PRINTING													
Company	Paper/Ink	24 Pages				28 Pages				32 Pages			
		250	500	750	1000	250	500	750	1000	250	500	750	1000
Deltor	120gsm unfinished	£586	£636	----	£695	£734	£795	----	£877	£651	£715	----	£796
		2.34	1.27	----	0.70	2.93	1.59	----	0.88	2.60	1.43	----	0.80
Print Options													
Print Minor	115 gsm silk.	£428	£500	£630	£746	£566	£668	£750	£908	£586	£708	£848	£981
		1.71	1.00	0.84	0.75	2.26	1.33	1.00	0.91	2.34	1.42	1.13	0.98
GRAPHIC DESIGN													
Idenna	No reply												
Ingrid Kendall	£200-220 estimate. Approximately 4 -5 day's work plus extra days if additional amendments required.												



Out of Town	Quote due end of week (16 th Sept)
Pure Cornish	£480 - £810. Approximately 16 – 27 hours work.
The Good Egg	Not able to quote
Simon Zinn	No reply

Summary of Costs

Assumptions: 1,500 copies printed (500 MwR and 1,000 Millbrook); 32 pages.

Printing costs: GBP 1,200 (based on lowest quotation so far)

Graphic design: GBP 260.00 (based on lowest quotation and rounded up to take into account additional work)

Total: GBP 1,460

Millbrook: 2/3rd printing costs for 1,000 households = GBP 800 plus 50% of graphic design = GBP 130.

Total contribution = GBP 930.00 (estimate)



Response to queries from MPC Parish Clerk from Cllr Green, M-w-R PC

On Thu, 14 Oct 2021 at 10:57, Cathy Green wrote:

Dear all,

I think Wendy has captured all the key points really well. We feel strongly that the Green Guide (at least the first version of it) needs to be produced as a printed copy and have given this a great deal of thought. We believe that this is the best way to reach the audiences that we're hoping to reach, rather than those who are already "converted" and who are more likely to search online for this information.

A disclaimer on the first page makes sense and can easily be included. Do please note, however, that Cornwall Council highlight businesses that are taking steps to be more environmentally sustainable on their website. Check out the following link for instance: <https://letstalk.cornwall.gov.uk/organisations-taking-action>

I've shared a draft of the guide with other councils outside the Rame Peninsula. There's been a great deal of interest in and support for the guide and we've been asked by a couple if we would mind if they use it as a template to produce something similar. Cornwall Council have also shown interest and have asked to see the finished product.

It's a shame that we've missed the deadline to include this initiative on the Millbrook Parish Council agenda twice now. Our original plan was to produce the guide during COP26, which ends on 12th November.

If the project isn't supported by either council, I imagine that efforts will be made by the authors to raise the funds via crowdfunding.

Response to queries from MPC Parish Clerk from Cllr Ferguson, M-w-R PC

Green Guide for Rame Peninsula

Email from Cllr Wendy Ferguson

cc. Cllr Cathy Green, Cllr Jenny Fox, Cllr John Weale, Cllr Sharon Lewis

Dear Karenza,

The responses below represent the proposals (and reasoning behind them) by the Environment and Conservation Committee. This may change as a result of our PC meeting on 18th October.

At the heart of the Green Guide (GG) is core information that we believe will not go out of date quickly.

The printed version will enable people, who don't access to the internet or have the time and necessary resources to do research, to save money and help protect the environment at a local level.

A copy will also be placed on our website that will be updated periodically to reflect changes in technology, government policy, legislation etc. We currently don't propose to reprint the GG.



Additional information (electronic only) covering new information or expanding on the themes within the GG will be produced on a regular basis.

We have asked 3 local printers for quotes plus information about how they offset the impact of their operations on the environment

The GG will be distributed by volunteers and any spare copies will be placed in key locations. A final decision as to whether we intend to deliver to holiday homes will be taken on Monday.

Other Councils have been offered the GG as a template to develop their own version. Kate Ewert is I believe doing this on our behalf.

CALC have been consulted on the inclusion of local business in the GG.

Cathy Green due to work commitments is busy but may wish to add to the above responses.

Email from Millbrook Parish Clerk raising various queries

From: "Karenza Heald" <theclerk@millbrook-pc.gov.uk>

To: Cllr Cathy Green; Cllr Wendy Ferguson, Cllr John Weale, Cllr Jenny Fox, cllr.kate.ewert@cornwall.gov.uk; "Sharon Lewis" <sharon.lewis@millbrook-pc.gov.uk>

Sent: Wednesday, 13 Oct, 2021 At 11:53

Subject: Fwd: FW: Green Guide for Rame Peninsula

Dear Cathy & Members of Maker with Rame Parish Council

I contacted CC Kate Ewert yesterday to seek her opinion regarding the Green Guide and having spoken to her realised I had missed a chain of email communication. A very old email address has been used for the Clerk's email (the bt.connect) email has not been used for several years).

I appreciate a huge amount has gone into this and apologies for not coming up with these questions sooner.

I know I said I would include the approval of the Green Guide on Millbrook Parish Council's agenda for the October Parish Council meeting but having looked at this further, spoken to the Vice Chair of the Council and gained feedback from some of my members, I do have some queries and feedback that would need responding to be included on MPC agenda:

- Comments have been received that a printed guide soon becomes out of date and in most households would end up in the recycle bin after a few months if not before.
- If the guide is intended to be delivered to every household does that include holiday let properties?
- Who have you approached for the printing of the guide? Are you using a local Company?
- How do you intend to distribute the Green guide?
- Have Maker with Rame Parish Council approached the other parishes in the Rame Peninsula to see if they would like to get involved? (I know this has been discussed below).
- Has advice been sought (from Cornwall Association of Local Councils) regarding the inclusion of local businesses? Should there be some sought of disclaimer that the information provided is from the local businesses (i.e. not the words and opinion of the Councils)
- MPC would need evidence of consultation showing 'all' the local businesses have been consulted with or that there has been opportunity for local businesses to be added to the green guide.. When the work was completed on the Rame Peninsula Neighbourhood Plan



there was a lot of work to ensure wide consultation. I am concerned that the Councils could be accused of excluding some businesses / organisations (with an online facility it is easier to keep updating).

- Although not everyone has home internet and Councils should be inclusive in methods of engaging with the community, there must be very few who haven't got access in one way or another. A website page, which provides links to social media and youtube links would reach more people.

Nicky Roberts had suggested to me that MPC should have a Climate Change / Green page on our website. Having thought about this yesterday and following on from feedback from Councillors, I approached our website providers, SeadogIT, yesterday asking what they would charge for a simple website for the Green Guide. Dave Cromie responded that he was in the process of reviewing SeadogIT's Sustainable Impact Statement and would be prepared to offer a special proposal for a special price. I am attaching a copy of their proposal. I know this is not something you have considered but I feel it would reach more people. Paper copies of the guide could then be left in key locations in the parishes - village / community halls, doctors surgery, cafes. Should the Councillors decide to go down the route of a website then a news article could appear in the Courier or Cornish Times celebrating the success of the work and acknowledging CC Kate Ewert for the Community Chest donation.

Millbrook Parish Council are keen to work with neighbouring Councils and I would like to thank you for the work you have done on this.

Kind Regards
Karenza Heald

Note to Millbrook Parish Councillors: This is not being considered as an option but click on this link to see the proposal which I sent to Maker-with-Rame Parish Councillors, with the intention of highlighting how the information could in a way which I considered would generate more interest in engagement.

<https://millbrook-pc.gov.uk/wp-content/uploads/2021/10/Proposal-121021-218-1.pdf>

Feedback to Millbrook Parish Councillors from Cllr Taggart

Re MwR Green Guide

As one who has promoted and supported green issues for 50 years or more you may think I would be fully behind this initiative. However I think times have moved on since the era of printed guides. All the information listed in a guide can be easily found on line. Whist I accept that not everyone has home internet there must be very few who haven't got access in one way or another. A web page or social media site can list all the groups, businesses etc that would appear in such a guide and contacts can easily be updated. A printed guide soon becomes out of date and in most households would end up in the recycled bin after a few months if not before. For these reasons I do not support a Green Guide although I think an on line guide publication with all the relevant information in one place is a good idea.

Bruce