

Agenda Item 4

For information - The next stage of Green and Healthy Frome

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Summary

The Green and Healthy Frome partnership has recently been successful in securing further funding from the National Lottery's Climate Action Fund to accelerate health and climate action in Frome. The partners - Edventure Frome, Frome Medical Practice and Frome Town Council - have been awarded just under £1.7 million over three years to expand and deliver a number of pioneering projects which promote people's health and wellbeing, whilst also reducing carbon emissions.

This report informs Council of receiving the Lottery Grant and outlines the development stage to date and the plans for the future.

1. A Green and Healthy Frome

Green & Healthy Frome is a project developed through the National Lottery's Climate Action Fund to explore the relationship between positive action on climate change, and our own health and wellbeing. It is inspired by a vision of Frome as a town of happy and healthy citizens, taking action together to reduce carbon emissions and create a better future for our town. It brings together Frome Town Council, Frome Medical Practice and Edventure in a unique and powerful partnership, building a town-wide movement around climate and health win-wins.

Despite the devastating impact of climate change becoming ever more apparent globally and locally, when faced with more immediate issues - such as cost-of-living crisis, the mental health crisis, and the physical health of ourselves and our families - it can be all-too-easy to delay action for another day. Yet there is a big overlap between actions that help our planet, and actions that help our health and wellbeing; whether that's saving money and improving the health of our homes through energy efficiency, getting and staying active, or coming together to work on meaningful community projects. By focusing on this overlap, we can encourage people to take action today, and as they feel the more immediate health and wellbeing benefits, be inspired to change their behaviour even further.

Green and Healthy Frome is a pioneering project that helps to further our reputation as a town that champions community, wellbeing and sustainability, as well as one that develops innovative and ground breaking ideas.

2. The Development Phrase - Green and Healthy Future Frome

The development phase tested different ideas and ways of working, with seven initial projects:

Green Health Connectors: Green Community Connectors trained by Health Connections Mendip's Green Health Connector to talk to their communities about making healthy lifestyle choices and living in an environmentally friendly way.

Healthy Homes: A home energy advice project led by Frome Town Council in partnership with CSE and Frome Medical Practice.

Cycle Together: A free e-bike loan scheme with cycle confidence classes led by Frome Town Council.

Choosing Wisely: Exploring interventions in prescribing and lifestyle choice that lead to better climate and health outcomes, led by Frome Medical Practice.

Future Shed: Weekly sessions at Welshmill Hub to explore projects and develop initiatives related to climate and health, led by Edventure.

Storytelling: Sharing the green and healthy message across Frome and beyond through social media, press, toolkits, and a sold-out Health & Climate Conference in 2022.

Evaluation: An experienced project evaluator, based at Frome Town Council, designed a comprehensive evaluation of the project including a town-wide baseline survey on attitudes to climate and health. The evaluation work has been independently verified by Plymouth University.

3. What's Next - From Future to Now

The partnership has been awarded just under £1.7 over three years, to build on and expand the development phase of the project. We have dropped the "future" from our name as climate change is happening now, we don't have any time to wait, and the project is delivering an immediate and tangible impact on the people involved.

Our mantra for this next phase is "whole town, everyone in." We want to reach the people we haven't been able to yet, hear new voices, and encourage more people to find ways to create green and healthy outcomes with Frome. We are building a positive and inclusive movement for real change, and we invite everyone in Frome to get involved.

Our key goals are:

- a. Our local community works together to enable greener, healthier lives. People are empowered to take actions that reduce carbon, improve their health and save money.

What success would look like:

- > 75% of people in Frome see a strong connection between looking after their health and the planet - up from 39% in our baseline survey

- > 66% have the knowledge and motivation to seek out opportunities to benefit their health, the climate and save money
- > 50% have taken up opportunities through our partnership.
- b. Facilitate systemic change within and beyond Frome by facilitating learning and sharing our approach.

What success would look like:

- > We have an established evidence-based approach for measuring climate, health, behaviour change and cost of living co-benefits that can attract investment from across the community, NHS and local government sectors.
- > We aim to have worked with organisations within Frome and Beyond Frome, and cross-sector engagement with at least 106 places across the UK, sharing our learning and contributing movement of community-led work focused on the climate, health and money co-benefit.

Climate	Supporting Frome citizens to make an appropriate contribution to reduce carbon emissions towards net-zero - an estimated 48,947 tonnes CO ₂ e annually.
Health	Improved health and wellbeing across the community.
Community	A strong community leads on actions that address the climate, health and social equity and can provide relief for the cost of living crisis.
Systemic	Community-led climate & health benefits inspire action, collaboration across the community, health and public sector, and continue to attract resources in Frome and across the UK.

4. Our Green and Healthy Projects:

Project strand	What we have achieved so far	What we want to achieve 2023-26
Future Shed (Edventure)	<ul style="list-style-type: none"> ● Three active networks have been established: The Frome Food Network, the Clothing and Textile Reuse Network, and the Health and Wellbeing Network ● Over 1000 attendances at Future Shed, plus events and training 	<ul style="list-style-type: none"> ● 5895 people engage with building a green and healthy Frome through networks of action, new ventures and events. ● ‘Networks of action’ in residence creating activities and events in Frome around food, textile reuse, and wellbeing focusing on climate-health impact

		<ul style="list-style-type: none"> • New ventures, enterprises and networks working around health-climate impacts developing through and being supported by Future Shed (coaching, training etc)
<p>Storytelling (Edventure)</p>	<ul style="list-style-type: none"> • Vision of Frome in 2030, Frome Times wraparound for COP26 reached 11,000 households. • 150 people from across the country and 40+ organisations attended Climate & Health Conference • Project toolkits created to share with others wishing to replicate 	<ul style="list-style-type: none"> • 50 Frome residents tell their own stories related to climate & health through short films. • Participatory films with Open Storytellers • Quarterly spread in Frome Times • Local & national press and features • Participation in town events with talks, activities • Messaging and engagement campaigns
<p>Green Health Connector (Frome Medical Practice)</p>	<ul style="list-style-type: none"> • 209 people including 17 organisations completing Green Community Connector training. • 69% increase in conversations about climate and health reported by people after training. • Significant increase in confidence taking about climate & health related issues with friends, colleagues and peers 	<ul style="list-style-type: none"> • 1030 people empowered to support people to take up green health opportunities • Influence systemic change in NHS at a local, district and national level • Demonstrate value of behaviour change within primary care and trusted individuals in the community
<p>Choosing Wisely (Frome Medical Practice)</p>	<ul style="list-style-type: none"> • 60,000 miles of car journeys saved by switch to local blood testing. • Annual carbon footprint of Salbutamol inhalers prescribed by Frome Medical Practice has been reduced by 61% • Workshop with NHS Somerset Integrated Care Board 	<ul style="list-style-type: none"> • 250 tonnes of carbon emissions (CO₂e) saved through reduction in prescribing, including 54 tonnes from inhalers annually - based on changes between 2020 to 2022. • Reaching at least 80% of our patients with climate & health messages (excluding small children), Practice population 28000.

<p>Healthy Homes (Frome Town Council)</p>	<ul style="list-style-type: none"> ● £158,032 in financial benefits to residents of Frome ● 4 x increase in energy advice cases referred to CSE since start of project. ● 255 people received advice through energy advice sessions at Asda, Library, Town Hall ● Over 20,000 messages to at risk patients through Frome medical Practice ● 5 volunteers trained to provide energy advice in the community 	<ul style="list-style-type: none"> ● £211,932 in annual estimated savings on energy cost for Frome residents ● 570 tonnes of carbon emissions (CO_{2e}) saved over 3 years (in addition to previous savings) ● 60 retrofit plans delivered each year for free to Frome households. ● Qualified Retrofit Adviser employed at FTC
<p>Cycle Together (Frome Town Council)</p>	<ul style="list-style-type: none"> ● 93 people have had a free month long e-bike loan and cycle confidence classes. ● 4,000 miles have been cycled on loaned ebikes. ● 73% said would cycle more regularly in future. ● 44% of participants now cycle more than using car 	<ul style="list-style-type: none"> ● 548 participants ● 402 tonnes of carbon emissions (CO_{2e}) saved over 3 years by replacing short car journeys with bikes ● visible uptake normalises a culture of cycling for short journeys in Frome.
<p>Evaluation (Frome Town Council)</p>	<ul style="list-style-type: none"> ● Robust internal evaluation process, verified by an external university partner. ● Town-wide survey with 303 responses (1% population) giving baseline for attitudes to climate and health. 	<ul style="list-style-type: none"> ● We have an established evidence-based approach for measuring climate, health and cost of living co-benefits that can attract investment from across the community, NHS and local government sectors. ● Social Return on Investment measured and proven
<p>Beyond Frome (Edventure)</p>		<ul style="list-style-type: none"> ● Engagement with 100+ places across the UK who are planning to do climate & health work locally (including 65 Somerset medical Practices)

5. How can you get involved?

There are a number of ways to get involved in Green and Healthy Frome, and help turn this vision of a happier, healthier and more sustainable town into a reality!

- You can join our team! Four new roles are being recruited for this next phase of the project - find out more [on our website](#).
- Become a [Green Community Connector](#) to increase your knowledge and confidence in what is available in Frome to support healthier and greener lifestyles.
- Participate in [Future Shed](#), and join one of our community-led networks of action around food, reuse and wellbeing, and get support for your own green and healthy venture.
- Borrow an e-bike through the [Cycle Together](#) scheme.
- Drop in to a [Healthy Homes](#) energy advice session for support to reduce your energy bills and improve the health of your home and family.
- Train to be a volunteer energy advisor with [Healthy Homes](#).
- Come along to one of our [Plastic Free. Period. socials](#) to learn about sustainable period products that save money and the planet.

Find out more:

[Green & Healthy Frome website](#)

[Conference | Green Healthy Future Frome](#)

[Watch our short films about our projects online](#)

Our Green and Healthy Toolkits:

Green & Healthy Project	Web link to Toolkit
Choosing Wisely	https://greenhealthyfuturefrome.org/wp-content/uploads/2023/02/Choosing-Wisely-2023-Toolkit.pdf
Cycle Together	https://greenhealthyfuturefrome.org/wp-content/uploads/2023/02/Cycle-Together-2023-Toolkit.pdf
Future Shed	https://greenhealthyfuturefrome.org/wp-content/uploads/2023/02/Future-Shed-2023-Toolkit.pdf
Green Community Connectors	https://greenhealthyfuturefrome.org/wp-content/uploads/2023/02/Green-Community-Connectors-2023-Toolkit.pdf
Healthy Homes	https://greenhealthyfuturefrome.org/wp-content/uploads/2023/02/Healthy-Homes-2023-Toolkit.pdf
Storytelling	https://greenhealthyfuturefrome.org/wp-content/uploads/2023/02/Storytelling-2023-Toolkit.pdf