

Green
+ Healthy
Frome

GREEN & HEALTHY FROME 2023-2026

FINAL EVALUATION REPORT



EXECUTIVE SUMMARY

This final evaluation report documents the impact and learning from Green and Healthy Frome (GHF), a three-year partnership project running from April 2023 to March 2026 which was funded by The National Lottery Climate Action Fund. The three main partners were Frome Town Council, Frome Medical Practice, and Edventure. The evaluation examines how the project inspired lasting change in health, climate action, and community engagement across Frome and beyond.

Project scope and structure

GHF was implemented through a number of workstreams (Healthy Homes, Retrofit, Renewables, Cycle Together, Future Shed, Choosing Wisely, Green Connectors, PlasticFree.Period.) which were supported by Evaluation, Storytelling (Communications), and Beyond Frome. The project carried over some workstreams tested during the 2021 to 2023 development phase, and also launched new initiatives, many of which were proposed by the community and all of which were designed to address interconnected climate and health challenges through community engagement and systemic change.

Evaluation approach

This Evaluation was conducted over the final six months of GHF by The Conscious Project, employing a utilisation-focused learning approach that combined data collection (stakeholder consultation through over 20 individual interviews and 10 group discussions, self-evaluation exercises, review of more than 200 documents) with real-time feedback and robust, comprehensive data analysis. The final report documents the project's many achievements, describes how challenges were addressed, and offers systemic learning for the future.

Impact

Green and Healthy Frome has demonstrated quantifiable impact as a result of its efforts in terms of carbon reductions, financial savings, and health improvements. Importantly, these impacts have been achieved using an approach that prioritises fostering community participation, strengthening partnerships between government, community and health organisations, and incubating distributed networks of residents equipped with climate and health expertise. The impacts identified from GHF align well with the Benefit categories identified by CAF's learning partners ARUP:

- **Community** - benefits related to the social wellbeing of people
- **Economic** - benefits related to the distribution of resources and wealth in a community
- **Environmental** - benefits related to environmental quality and conservation of natural resources
- **Health** - benefits related to the physical and mental wellbeing of community members.

Summary of findings

OECD criteria findings

The report presents the findings according to the 6 OECD criteria and 4 additional themes:

1. Relevance: GHF successfully aligned with local community needs, national climate and health priorities, and the United Nations Sustainable Development Goals.

2. Coherence: The project complemented existing Frome initiatives while avoiding duplication; it provided a useful organising framework for climate and health activities, though stronger integration with education providers, public transport initiatives and local businesses could have increased impact.

3. Effectiveness: Despite staffing challenges and limited cross-workstream collaboration, GHF achieved its objectives through partnership, with evidence of leveraged funding and accelerated impact that would have been unlikely for isolated organisations working independently over a three-year period.

4. Efficiency: Project activities were delivered cost-effectively with minimal wasted resources and real-time monitoring informed some adaptive decision-making. It is likely that more integrated work and responsive work could have been achieved had a more comprehensive monitoring and evaluation framework been implemented.

5. Impact: GHF achieved significant results including 27,058 direct engagements, 770.8 tonnes of CO₂e savings, and £1,113,800 in financial savings across the workstreams. Inadequate monitoring and evaluation planning limited the project's ability to fully quantify impact.

6. Sustainability: The project will conclude in March 2026, but many of its key activities and outcomes are expected to continue beyond the funded period:

- Energy advice services (energy efficiency, retrofit, and renewables) are built into FTC's proposed annual budget and will be sustained through a hybrid funding model combining precept and additional funding sources.
- Deprescribing practices and non-pharmaceutical options (health coaching, nature prescribing) have been integrated into standard practice at FMP. These changes are either cost-saving or funded through existing budgets.
- Frome Community Bike Project has been substantially strengthened through GHF involvement and is expected to sustain multiple activity lines beyond Cycle Together.
- PlasticFree.Period. information, guidance, discount codes, and local stockists remain available on FMP and FTC websites, with FTC providing oversight for future school visits.
- There remains a need for an organisation to incubate climate and health-focused networks that aren't yet ready to formalize but require coaching, guidance, and small funding amounts. There are organisations in Frome actively considering stepping into this role.

Thematic findings

Impact in the health, wellbeing, climate and community nexus

Evaluating health and wellbeing outcomes typically takes place over a much longer timeframe than three years, and this project was always framed as an opportunity to 'learn by doing'. The evaluation data presented in this report indicates a positive direction of travel towards systems change and impact across these domains. Measuring impact across intersecting systems is difficult and requires a tailored approach.

Community participation and inclusion

The role of community led social enterprises such as Edventure in climate and health projects is essential, as they bring agility and are typically less encumbered by institutional constraints. Providing a supportive space for community-led networks accelerated progress for community priorities in Frome, with multiple opportunities for engagement of the wider population.

Partnership, systemic working and systems change

Working in partnership is challenging, systems change is complex and a determined collective effort is required to move towards positive change. CAF is to be applauded for funding a partnership which brings government and health institutions together with community networks, and the partners are rightly celebrated for all they have achieved together. Through this project, the partners modelled collaborative relationships and demonstrated that doing things together differently can deliver impact for climate and health.

Influence and learning beyond Place

The project made a strong and tangible contribution to the network of connections across different sectors and places interested in developing community resilience and health, by addressing climate and environmental challenges.

Systemic influence and legacy

Beyond Frome, the project attracted national and international attention, influenced other communities and sectors, and contributed to an expanding network of connections across organisations working on climate, health, and community resilience. Sustained impact will be dependent on how partners choose to steward the project assets - physical, digital and relational - and what they and participants do to build further on the learning.

Priority recommendations

The evaluators recommend that future projects should prioritise developing partnership agreements that document the relational behaviours that support collaboration, and allocate budget to this. We emphasize the need to establish high quality baseline data collection systems, embed real-time evaluation and develop clear metrics aligned with national initiatives and with robust reference values. We encourage the partners to build into future project design, community participation strategies to achieve gender and socio-economic inclusion. This report presents recommendations and offers additional learning for the partners and the donor (CAF).

A springboard for the future

Green and Healthy Frome has demonstrated that there are significant opportunities for impact when people work systematically and in partnership to address the climate and health. Frome has yet to fully leverage the opportunities provided by the broad network of institutions, organisations, businesses, community groups and local media who might be engaged for future work in this space. It is for the project partners to build on the successes and learning from the project and elevate their ambitions for the future, in partnership with others.

Working collectively and visibly in public spaces supports engagement at the community level. Green and Healthy Frome has shown this, and the partners could collaborate in future to amplify the message, actively identifying people and micro-communities who have not yet engaged.

The Youth Climate Action Group supports young people in Frome to raise their voices, take action and develop resilience in their own generation. This is a critical investment in the future and maintaining it should be prioritised.

Frome's reputation and the influence that town entities have at local, regional and national level provides opportunities for learning exchange and aligning future climate and health focused projects with similar projects and initiatives elsewhere. Amongst the benefits of such an approach is the opportunity to develop consistent indicators and measurement methods that help people and places to get climate and health interventions 'right first time', and track impact across systems. The project website, toolkits and learning papers are a valuable contribution to the body of materials that can support future efforts here in Frome and elsewhere.

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Abbreviations

CAF	Climate Action Fund (the funder)
CIC	Community Interest Company (Social Enterprise)
CIP	Civic Imaginaries Partnership
CO ₂ e	Carbon dioxide emissions equivalent (unit of measure of 'greenhouse gases')
CEE	Centre for Energy Equality
CSE	Centre for Sustainable Energy
EDI	Equality, Diversity and Inclusion
EQ	Evaluation Question
FCBP	Frome Community Bike Project
FFFF	Frome Families for the Future
FFN	Frome Food Network
FGD	Focus Group Discussion
FMP	Frome Medical Practice
FTC	Frome Town Council
GBP	Pounds sterling
GHF	Green and Healthy Frome (the project)
KII	Key Informant Interview
M&E	Monitoring and Evaluation
MEAL	Monitoring, Evaluation, Accountability and Learning
MOTH	More Than Human
MEL	Monitoring, Evaluation and Learning
OECD	Organisation for Economic Co-operation and Development
PHSE	Personal, Health, Social, and Economic (Education)
SROI	Social Return on Investment
ToC	Theory of Change
YCAG	Youth Climate Action Group

1. INTRODUCTION

1.1. Background and context for the evaluation

Green and Healthy Frome (GHF) is a partnership between Frome Town Council (FTC), Frome Medical Practice (FMP), and Edventure, a Frome-based Community Interest Company (CIC) providing education and support for social enterprise and community activation. GHF addresses the interconnected challenges of climate change and health and was funded by the Climate Action Fund (CAF) of The National Lottery, beginning with a two-year development award (2021-23), followed by a full award of GBP 1.8 million for the period April 2023 to March 2026 including uplifts provided to individual partners for specific activities. This final evaluation is for the period of the full award.

The project aimed to foster greener, healthier living in Frome (and beyond), by engaging the community to make changes which are good for the planet, highlighting climate, health and cost of living co-benefits. It aimed to:

- Embed sustainable practices into existing systems and structures
- Promote community engagement and network building by working with community groups, individuals, and other organisations to amplify their impact and enable action on climate
- Provide free or reduced cost resources to individuals, families and households, enabling them to make choices which are good for their health and good for the planet, often saving money too
- Use storytelling and evaluation to share project insights, learning and impact within and beyond Frome.

The substantive work of Green & Healthy Frome was delivered across six main work packages (workstreams), as follows:

Healthy Homes

incorporating **Retrofit Renewables** (Y3 only)

Cycle Together

Future Shed

Choosing Wisely

Green Connectors

PlasticFree.Period.

The delivery of these workstreams was supported by three more: **Evaluation, Storytelling** and **Beyond Frome:**

Evaluation: Monitoring to provide real-time feedback and learning, informing the development of each initiative and maximising impact by providing evidence and tools to support effective action locally and in other settings.

Storytelling: Communications that promote learning and inspire change, using engaging media and technologies to maximise the reach and impact of the programme across the community.

Beyond Frome: Building connections with wider audiences, facilitating learning for community-led climate and health work on a national scale, through mentoring, publishing toolkits based on project learning, engaging at national seminars and conferences to share insights, and the GHF website.

This final evaluation was undertaken by independent evaluation consultants at The Conscious Project (a Frome based firm), and was contracted by Frome Town Council, holders of GHF's evaluation budget. We (the evaluators) have drawn on monitoring and evaluation data compiled across the project lifecycle.

1.2. Structure of this report

This report has an Executive Summary, four main sections, and supplementary appendices:

- Executive summary
- Section 1 - Introduction (this section)
- Section 2 - Overview of Green and Healthy Frome
- Section 3 - Evaluation findings
- Section 4 - Recommendations and conclusion
- Appendices

1.3. Evaluation purpose and target audience

The purpose of this evaluation is to understand GHF's impact in Frome the town, Frome the community and Beyond Frome, for the period of the full award April 2023 to March 2026, and to know the extent to which the project is inspiring lasting change, where, and for whom. This evaluation assesses the overall impact of the project, documents learning, and makes recommendations to the main partners (Frome Town Council, Frome Medical Practice and Edventure Frome 2023-2026) and other stakeholders that will inform future work on climate and health in Frome and beyond.

This is the final evaluation of GHF in its current form and the report will be provided to The National Lottery Climate Action Fund (CAF) to feed into wider learning for future CAF projects. The final evaluation report will also be of interest to others working in the nexus of climate, health, wellbeing and community elsewhere in the UK.

1.4. Evaluation objectives

The final evaluation had the following objectives:

1. Document the achievements of GHF 2023-2026, and identify the factors which contributed to success
2. Document the challenges of GHF 2023-2026 and identify the factors which needed to be navigated or overcome, clearly demarcating unforeseeable from foreseeable risks
3. Define both quantitatively and qualitatively the impact of the GHF partnership between Frome Town Council, Frome Medical Practice and Edventure Frome 2023-2026
4. Evaluate the project as it is in Year 3 (2025-26) with a focus on capturing learning, documenting the ways learning has been used throughout GHF to make adaptations in real time. Report on the implications of both learning and adaptations for future work that connects climate and health.

1.5. Changes from Inception report

There are no substantive changes to the evaluation objectives or scope since the Inception Report provided at the outset of the Final Evaluation work in October 2025.

1.6. Evaluation approach and methods

The evaluation took place over the final six months of the project and as far as possible, we embraced the joint learning process and adopted a utilisation focus to maximise the opportunity for learning, adjustment and uptake of emerging practical recommendations for action in real time. This involved: regular discussions with key GHF stakeholders and decision-makers; facilitating self-evaluation and reflection exercises; and early feedback and discussion of emerging findings.

The evaluation approach:

- Aligned with the Community Fund's Climate Action Fund criteria for evaluation
- Focused less on monitoring and more on learning as the project approached its conclusion
- Emphasised impact to date, and learning for the future
- Looked for outcomes in terms of (for example) behaviour change and shifts in attitudes, levels of participation and engagement, carbon reductions
- Served as both a 'landing' as the project closes, and a 'springboard' for future action
- Positively engaged key stakeholders who remain in the town and community and who will be vital to the future health of Frome, by being appreciative and constructively critical.

1.7. Oversight and quality

The evaluation was managed by Matt Mellen, Climate Action Lead at Frome Town Council, under the overall direction of Peter Wheelhouse, Acting Town Clerk. Regular evaluation meetings were held with the Climate Action Lead in his role as Evaluation Manager and the GHF Project Manager Becky Lovegrove.

The lead contacts at each of the main partners were consulted at each of the main stages of the evaluation, as was the Project Advisory Group. Workstream leads at each of the main partners were kept informed throughout the process. The evaluators met with GHF's designated contact at the Climate Action Fund and the National Lottery's learning partners ARUP at the mid-point of the final evaluation.

1.8. Organisation and timing of evaluation

This evaluation took place over the last six months of the grant funding period (October 2025 to March 2026), and had four key stages: Inception, Data Collection, Analysis and Reporting. For details of the activities in each stage please see Appendix I.

1.9. Limitations of the evaluation

The final evaluation is for the period April 2023 to March 2026 and does not include the period of development funding (April 2021 to March 2023).

The evaluation findings are based on monitoring and evaluation data, a comprehensive review of documentation, key informant interviews and focus groups attended by the Project Manager, GHF project workstream leads, lead contacts at the three main partners and other key stakeholders.

The challenges associated with reporting carbon savings and Social Return On Investment have been documented in Appendices II and III. All figures included in this final evaluation report relating to carbon savings, financial savings and stakeholders engaged over the course of the project, are offered in good faith and on the basis of reasonable efforts by the independent evaluators to check them and ensure accuracy. They have been taken directly from project records and/or extrapolated from data provided by the partners and sub-contracted partners. As such, the evaluators are not liable for any inaccuracies. Where we have made assumptions, reference data has been provided and a confidence rating of 'high', 'reasonable' or 'low' allocated to the finding.

2. OVERVIEW OF GHF

2.1. Structure, aims and activities

The substantive work of GHF was delivered across the portfolios of the three partners:

Aim: Creating new community-based climate-health solutions

Workstream	Delivered by	Activities / objectives
Healthy Homes (incorporating Retrofit and Renewables)	Frome Town Council (with sub-contracting partners CSE and CEE)	Frome residents are supported to live in a warm, healthy environment. The scheme supports: people on low incomes to access advice and financial support for energy efficiency measures; retrofit advice for homeowners; free training for those who want to understand more about home energy. Evolved to include advice and support on renewable energy for homes and businesses.
Cycle Together	Frome Community Bike Project (via secondment from Frome Town Council)	Supports people to increase cycling journeys by offering a selection of activities to build confidence, increase skills and make social connections. Delivered by Frome Community Bike Project, the scheme offers free classes and electric bike loans, bike maintenance classes, cycle training and group rides.
Future Shed	Edventure	A space to come together and create a greener and healthier town in practical ways. The initiative helps people to share ideas, get support to bring them to life, join practical workshops, make new connections and learn new skills. Residencies are offered to individuals and groups to deliver green and healthy projects in the community.

Aim: Empowering the uptake of climate-health win-wins

Workstream	Delivered by	Activities / objectives
Choosing Wisely	Frome Medical Practice	Supporting Frome Medical Practice patients to make greener health choices as some medications and lifestyles have lower impact on the environment than others.
Green Connectors	Frome Medical Practice	Offers 1-hour sessions, open to all where community members can explore how to take positive steps to make a difference to the planet and people’s wellbeing, as an individual and as a town. Evolved throughout the project lifespan.
PlasticFree.Period	Frome Medical Practice with Frome Town Council	Promotes plastic-free reusable menstrual products among young people in Frome. Providing free period packs and discounts to Frome residents, the scheme helps save money and reduce plastic waste. The scheme also delivers education sessions at schools and youth clinics at FMP.

The supporting workstreams were delivered as follows:

Evaluation:

Evaluation Lead in Frome Town Council with additional evaluation capacity in Frome Medical Practice

Monitoring to provide real-time feedback and learning, informing the development of each initiative and maximising impact by providing evidence and tools to support effective action locally and in other settings.

Storytelling:

Communications Lead in Edventure with links to communications leads for FTC and FMP

Communications that promote learning and inspire change, using engaging media and technologies to maximise the reach and impact of the programme across the community, and model climate >< health messaging approaches to communities beyond Frome.

Beyond Frome:

Built into every workstream, but led by the Project Manager in Edventure

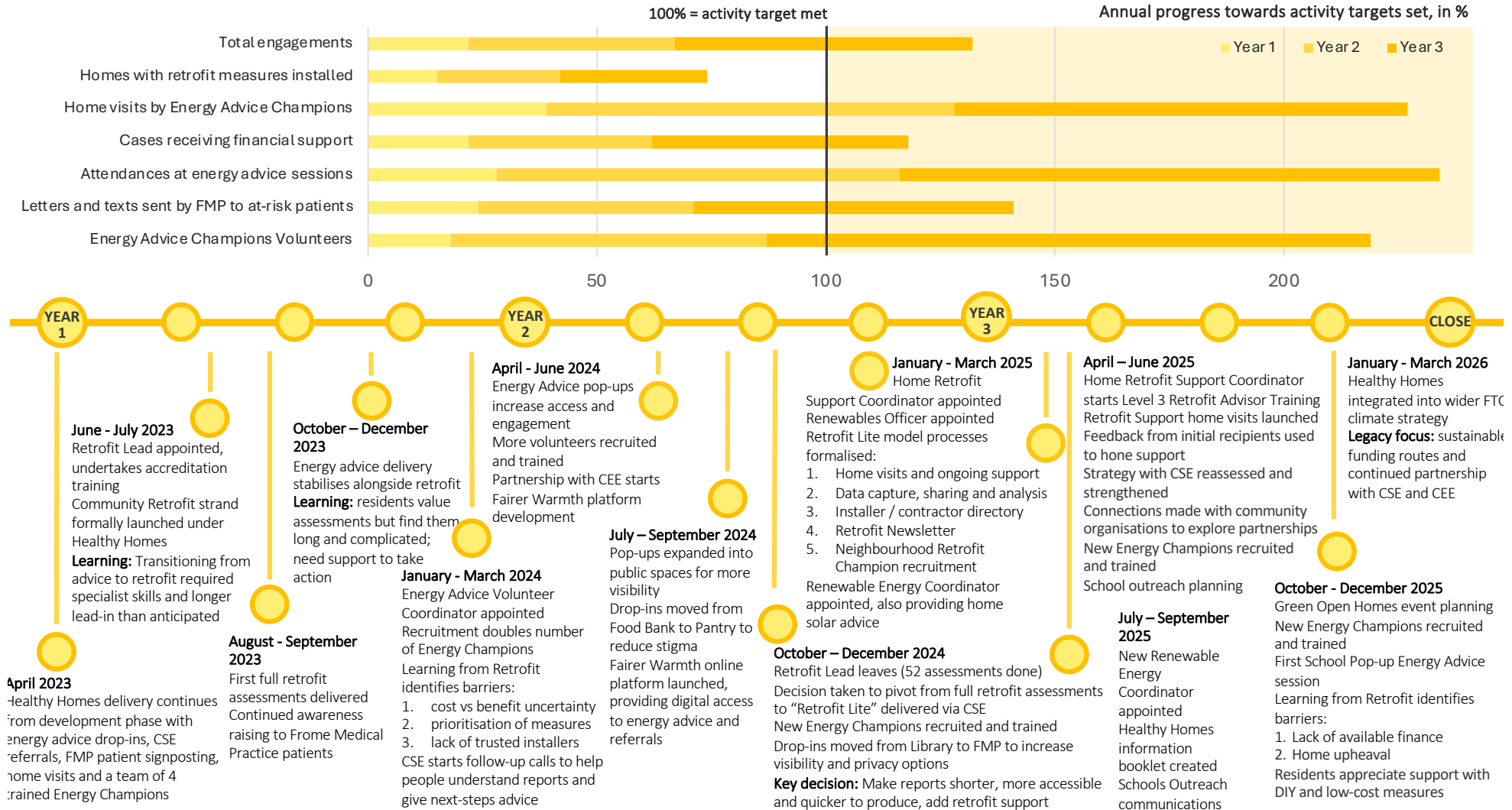
Building connections with wider audiences, facilitating learning for community-led climate and health work on a national scale, through mentoring, publishing toolkits based on project learning, engaging at national seminars and conferences to share insights, and the GHF website.

2.2. Workstream timelines

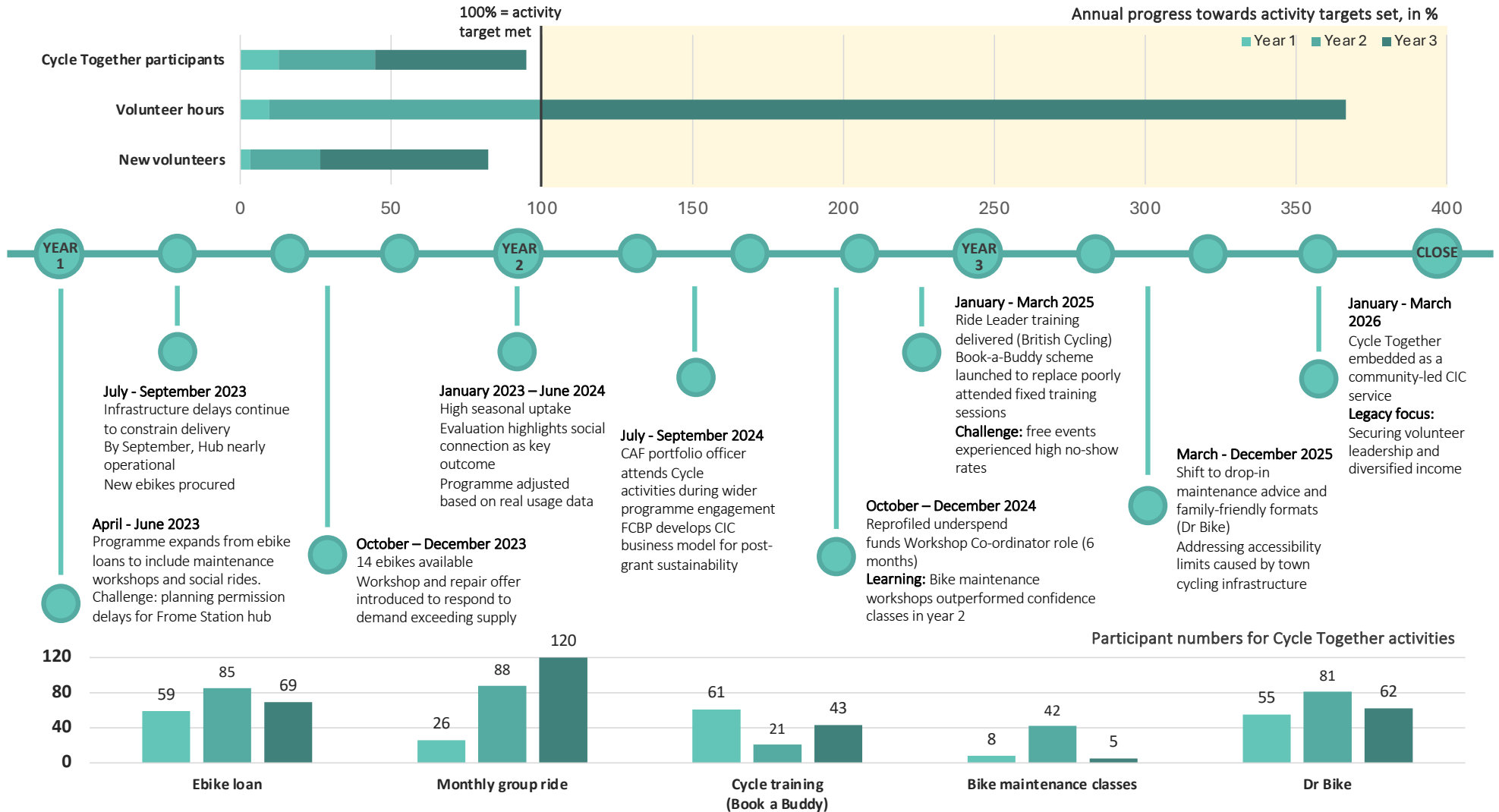
The following pages show annotated timelines for each workstream highlighting key events and decisions, achievements, challenges and learning throughout the project 2023 - 26.

Healthy Homes (with Retrofit & Renewables)	page 14
Cycle Together	page 15
Future Shed	page 16
Choosing Wisely	page 17
Green Connectors	page 18
PlasticFree.Period.	page 19
Storytelling	page 20

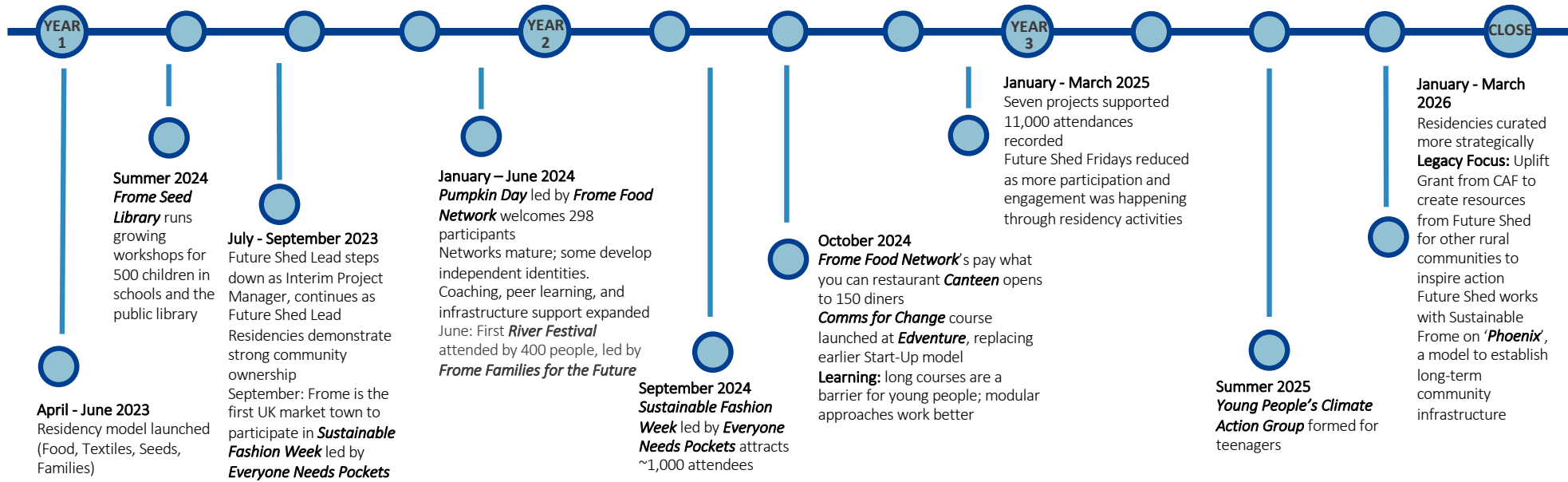
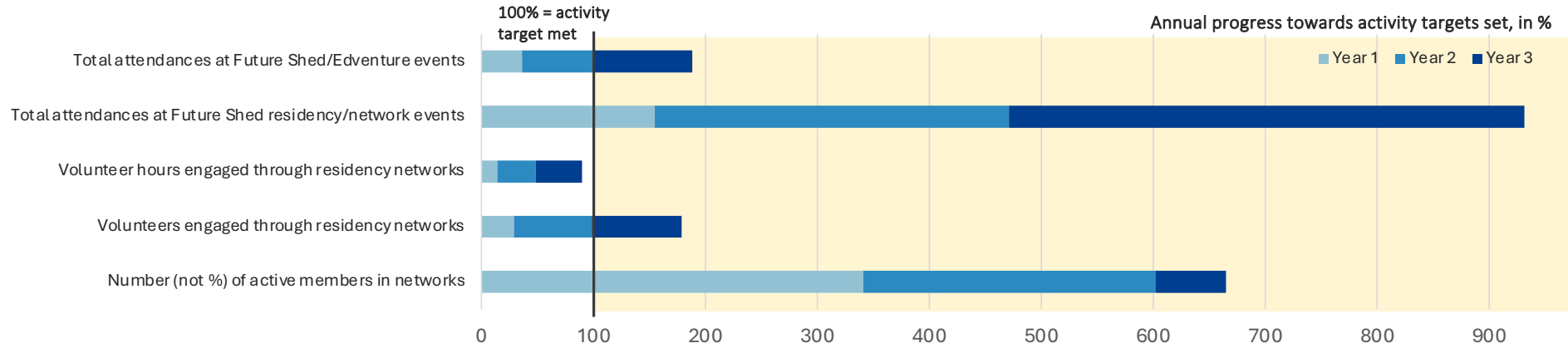
Healthy Homes (with Retrofit & Renewables)



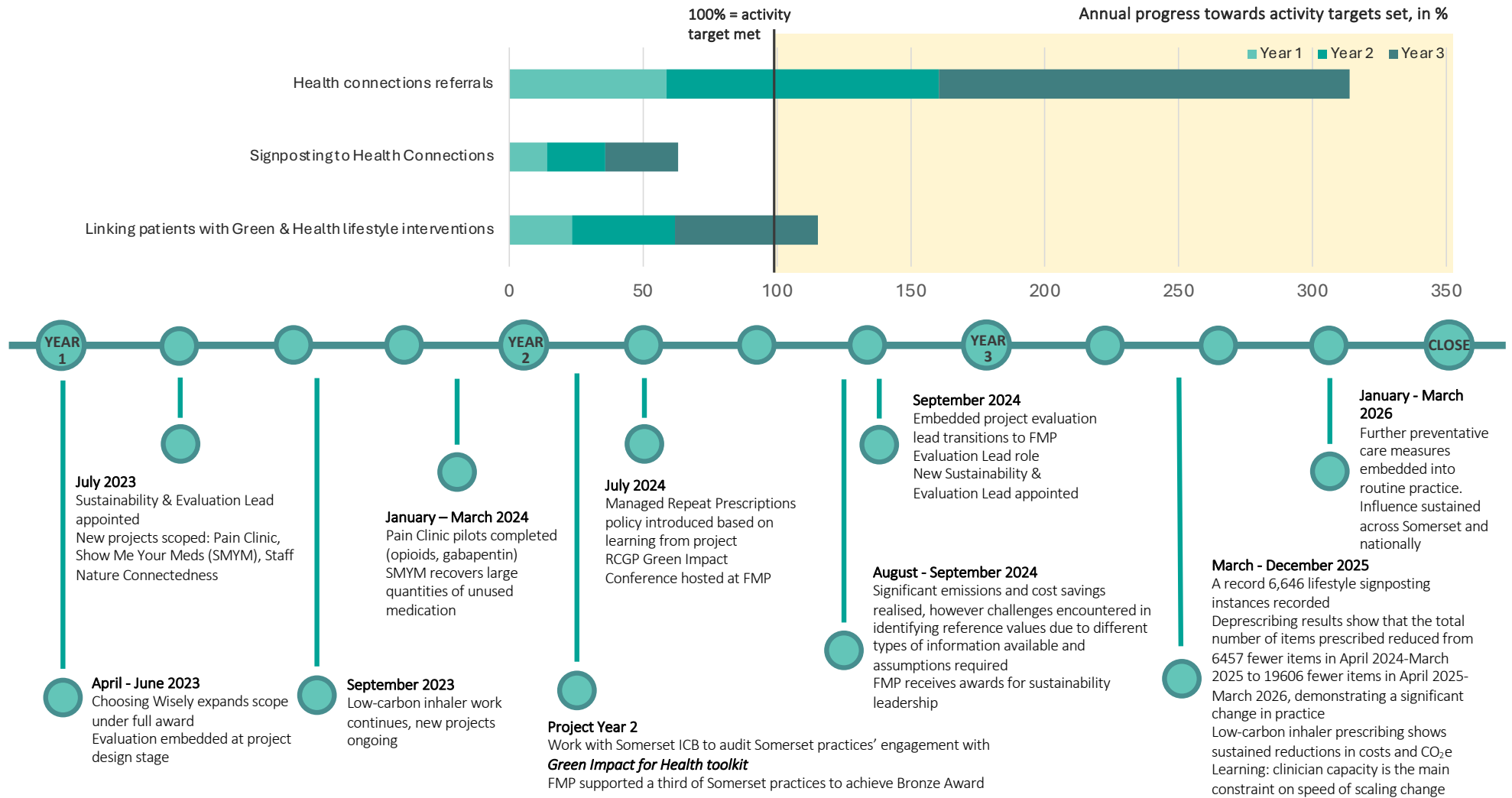
Cycle Together



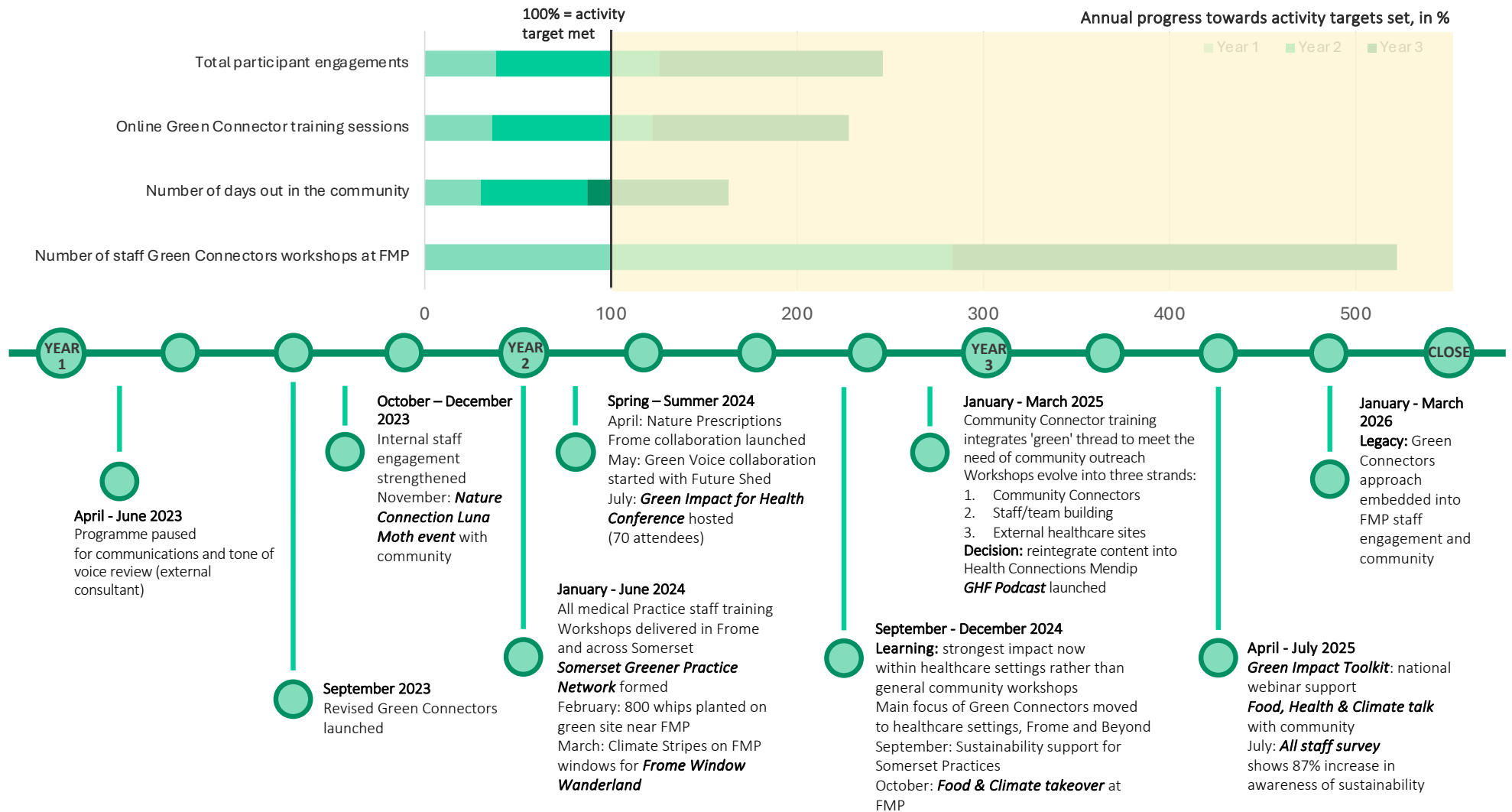
Future Shed



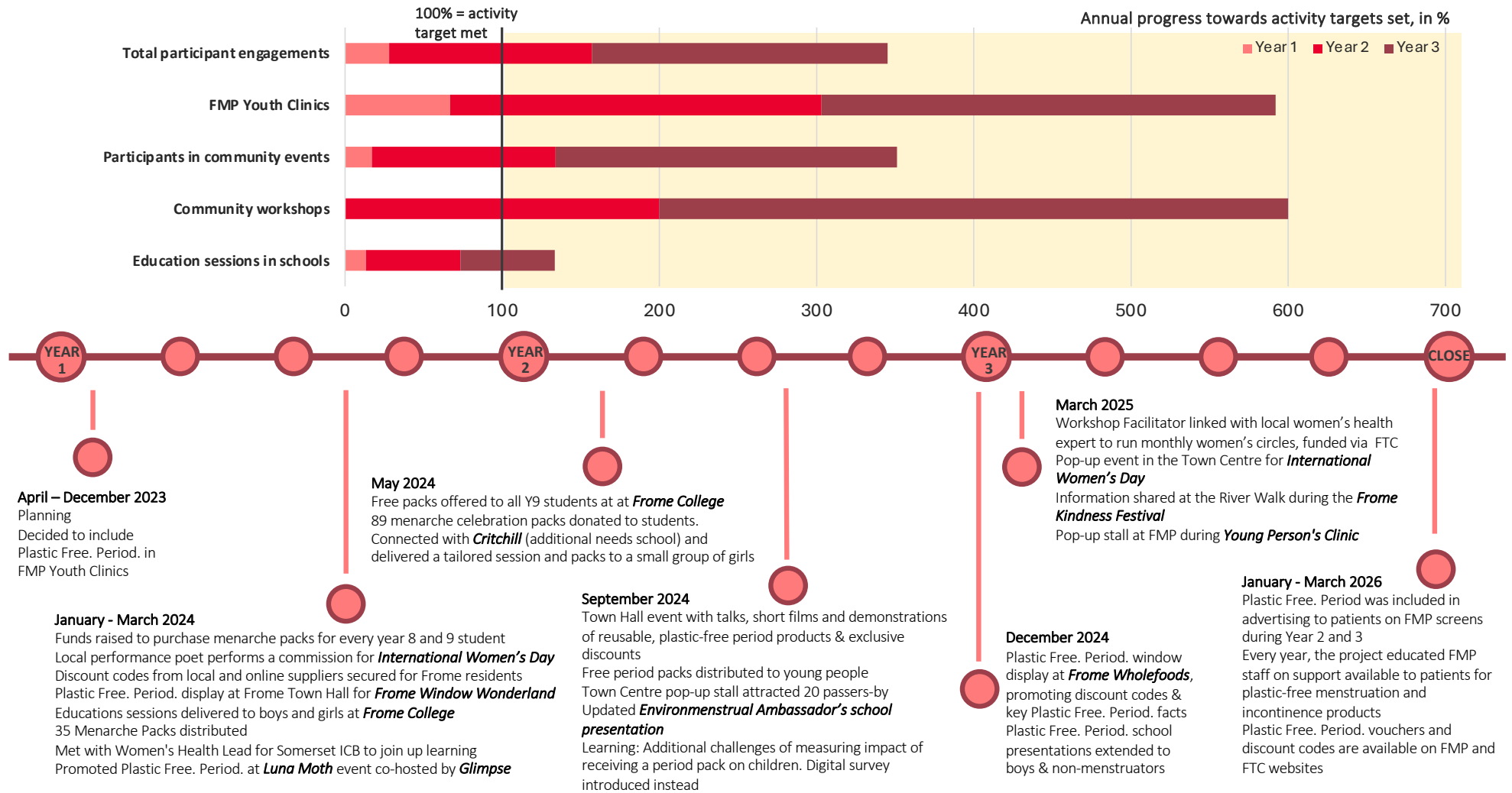
Choosing Wisely



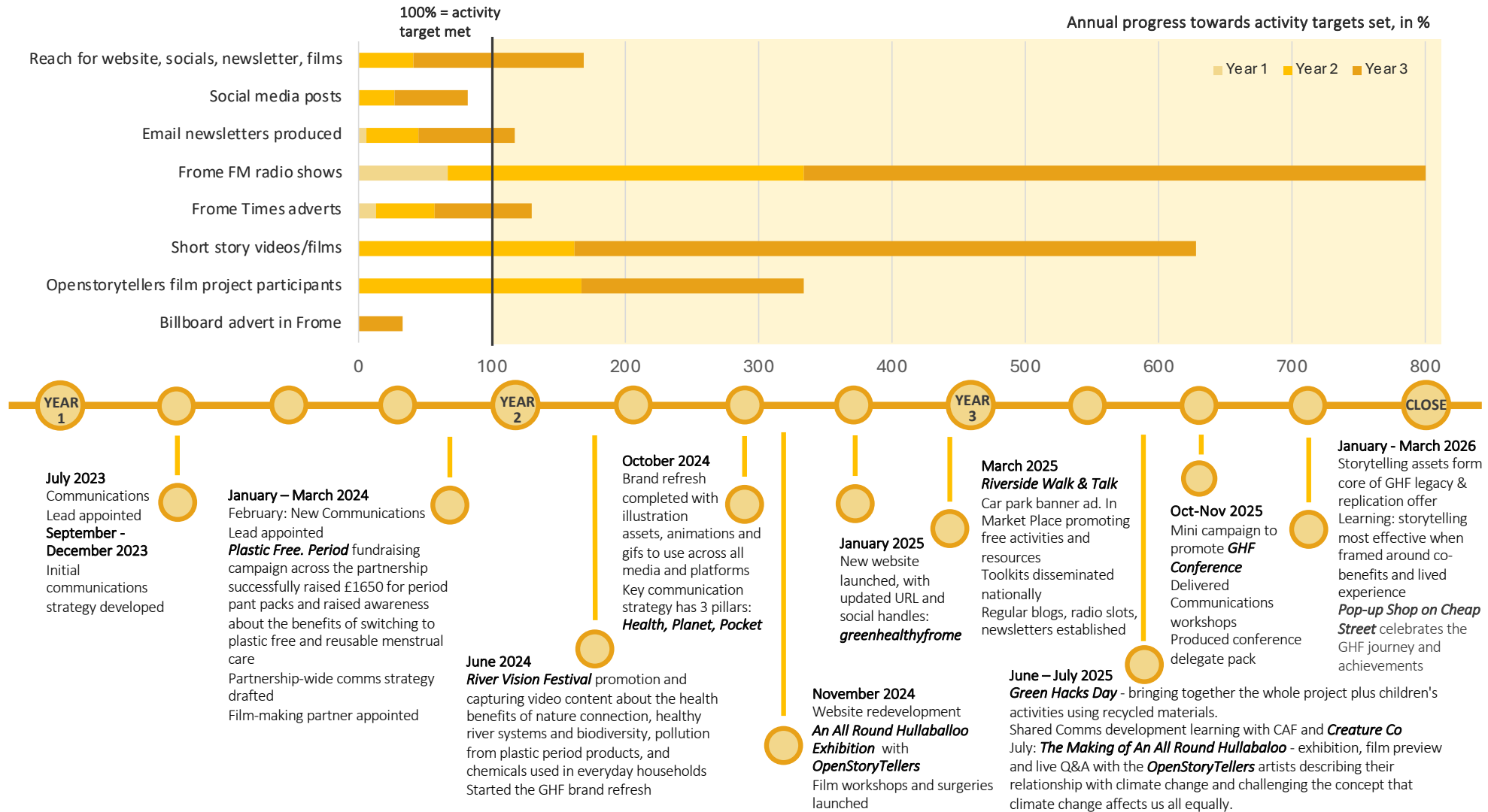
Green Community Connectors



Plastic Free. Period.



Storytelling



2.3. Management and governance of GHF

GHF was a partnership project and each partner held a separate contract and grant with the funder.

A Project Advisory Group was established in 2023 to support the Project Manager and guide the project at high level. The group did not have decision-making authority - this lay with lead contacts (nominated senior decision makers in each of the three partners). The Project Advisory Group was supported by a volunteer independent facilitator and was used most in Year 1-2 as a forum for discussion and for the Project Manager to explore ideas. The Management Group comprised the lead contacts and management representatives of each organisation with decisional authority; in practice this group met infrequently. The Delivery Team met fortnightly, attended by the workstream leads, Project Manager and Communications Lead. Meetings focused on day-to-day work, sharing learning and experience and providing collaboration and support to each other across the project.

2.3.1. Funding

Frome Medical Practice has approximately 150 staff and an annual budget of over GBP 5,000,000; Frome Town Council has approximately 40 staff and an annual budget of approximately GBP 3,600,000, and Edventure has approximately 8 staff on contract plus sessional staff and an annual turnover of approximately GBP 400,000. CAF directly issued grants to each of the partner organisations, who managed the grant according to their internal systems and processes. Each organisation took a slightly different approach to integrating funding with their activities, with only Edventure using a full-cost recovery model; appropriately since the staff employed specifically for GHF (Project Manager and project Communications Lead) sat within Edventure. A full financial audit including breakdown of figures was outside the scope of this evaluation.

2.3.2. Planning and evolution

The project had a 2-year development phase immediately prior to the substantive 3-year grant. There was no intermission period, and many workstreams continued directly through from the development phase. Adaptions took place during the period 2023 – 2026 in a number of workstreams:

- **Healthy Homes** adapted to create additional workstreams **Retrofit** (focusing more specifically on supporting retrofitting work) and **Renewables** (focusing on solar and other renewable energy sources)
- **The Choosing Wisely** workstream evolved through multiple small projects focused on health improvements achieved with climate co-benefits
- **Future Shed** and **Storytelling** integrated learning into Edventure's core work, creating new courses as a result.

2.4. Measuring Impact

2.4.1. Systems change

The project bid focused on counting carbon equivalent emission savings (CO₂e) and using Social Return On Investment (SROI) as a progress and value marker for effecting systemic change. SROI returns a financial unit and the bid leadership wanted to define this to make a case for future investment in work in the climate >< health >< community nexus. Further they wanted their work towards systemic change to focus on two angles: *'behaviour change,'* and *'...being a beacon to actively support other communities to do similar work.'*

The internal project evaluators made a resolute effort to apply both SROI and carbon counting to GHF. They learned that to apply the SROI calculation required interwoven project activities and results to be separated, and to use proxies and assumptions that introduced significant variation, reducing the validity and reliability of the result. In the case of carbon counting, for certain workstreams this process was straightforward, yet in many others carbon savings were made which were not counted for reasons of pragmatism, although they would have provided some indication of progress along a results-chain. Neither measure contributed satisfactorily to understanding the project's contribution to systems change.

CAF's own evaluation resource for grantees, developed with learning partners ARUP and the University of Leeds, was published in December 2025¹. Unfortunately this arrived too late to frame the design of the GHF final evaluation but it may offer a way forward for designing and undertaking evaluations of projects that focus on systems change in the climate >< health >< community nexus. We have endeavoured to align this evaluation with the terminology used in the resource, particularly the four key categories of **Benefits** to be measured in an evaluation (community, economic, environmental and health).

2.4.2. The catalytic path to transformative systems change

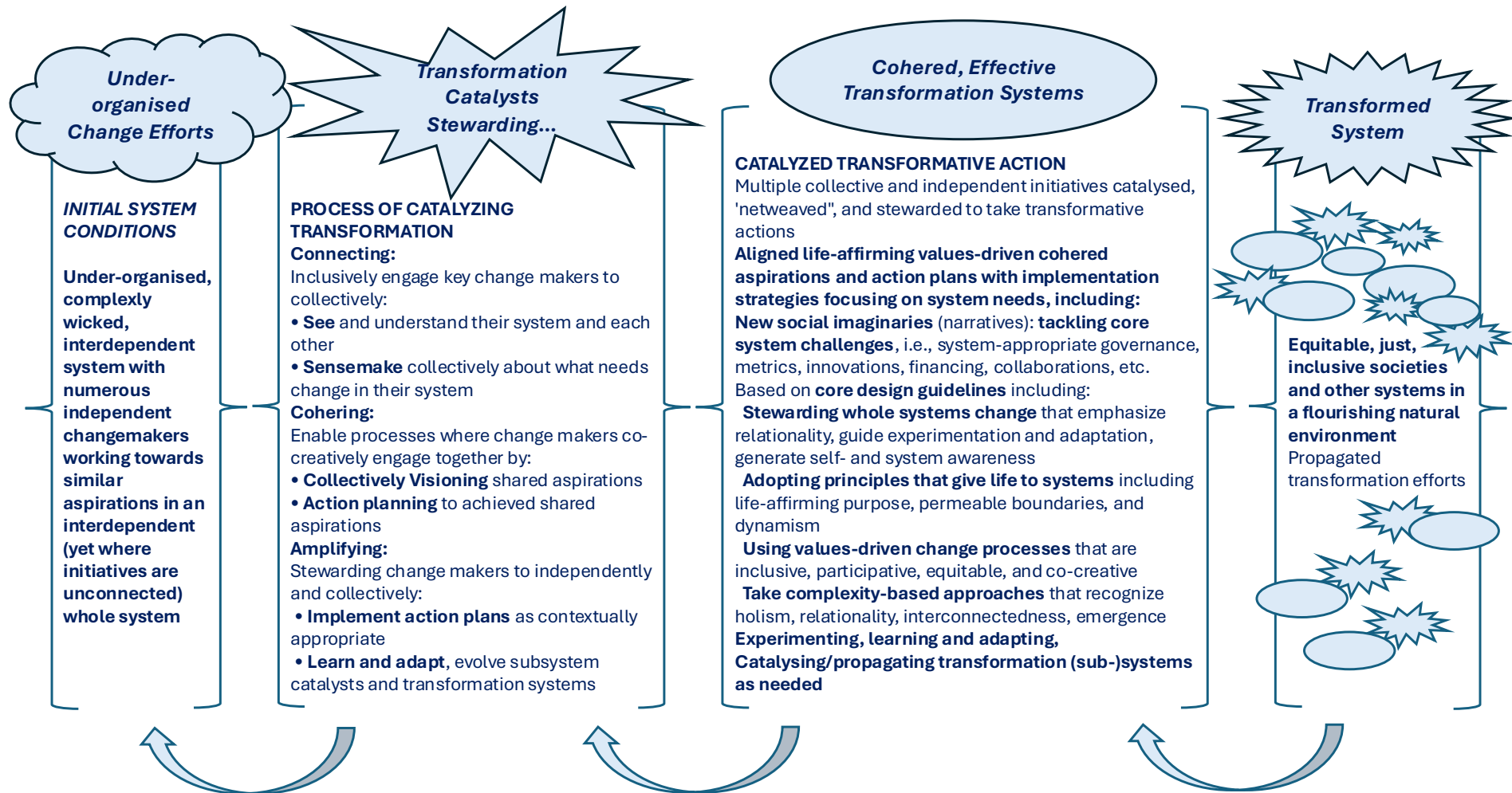
At the core of effective systems are effective pathways², and we adopted the catalytic path model as a fit for thinking about this complex, place-based, multi-stakeholder, systems-change-focused project. Rather than identifying the financial cost of work in this space, it can be used to identify where and how efforts contribute to a process of change towards (or away from) system transformations. A key advantage of applying this model at this final evaluation stage is that it does not rely on proxy measures or data that was not collected. Although we have attempted wherever feasible and practicable, to retroactively identify project impacts in terms of cost and carbon savings, we consider that it is more important to demonstrate the impact of the project in terms of transformative systems and behaviour change, identifying where and how GHF project activities have been key to moving Frome towards transformed systems, not only within the stakeholder organisations but across health, climate, community and local government. The model can fulfil the goal of the second area of focus in the bid as it is equally useful to people in other – different – places to track the direction of change.

¹The benefits of community-led climate action / A resource to support project design, monitoring, learning & storytelling

²A practical guide to evaluating systems change, Nancy Latham, 2014, Learning for action & the Center for evaluation innovation

2. Overview of GHF

Figure 1: Process of transformative systems change diagram from Catalyzing Transformation: A Process Framework for Transformative Systems Change, S. Waddock (2024)³



³Waddock, S. (2024) Catalyzing Transformation. Cadmus

2.4.3. Evaluation in Green & Healthy Frome

The Evaluation work package was embedded in the full award to measure project impact and facilitate continuous feedback and learning throughout the project. It was expected to promote grassroots innovation by gathering learning about what works and what doesn't, and using this to make real-time changes to project initiatives. It was conceived as a channel for community voices to be heard and to take the lead in addressing local health and climate issues.

The aims of the evaluation work package were to:

- Evaluate the impact of the programme and project activities
- Facilitate learning across the partnership and its national network
- Give voice to the community in the development of the project and inform systemic change
- Demonstrate value to stakeholders across the community, NHS and government sectors as a key foundation to inspire action and effect systems change.

By dedicating resources to evaluation capacity within FMP, and project-wide in FTC, it was expected that many of the challenges of collecting data across three diverse organisations would be overcome. It was acknowledged from the outset that evaluation would be challenging across such a wide range of activities and settings, so academic support from Plymouth University was recruited, along with a consultancy from Social Change UK who were to undertake the SROI evaluation. The evaluation work package was tasked with identifying exactly what activities and initiatives are effective, and quantifying their value in recognised terms (e.g. carbon savings, financial savings). The purpose was to build a case for future social investment by funders.

The bid outlined the expected changes that the evaluation work package would track progress against:

- Achieving project aims and the targets set for attitudes and behaviour changes

- Targets / outputs set by individual work packages
- Progress towards long-term changes in the four domains of climate, health, community and systemic impacts

2.4.4. What is impact

The National Lottery states:

'...the Fund uses the term 'impact' broadly to mean 'the difference our funding makes to the organisations we fund, and the people and communities they work with'. In this context, 'impact' may be used interchangeably with 'outcomes', and refers to the short, long-term, direct or indirect, intended or unintended effects of a programme, project or organisation's activities. It doesn't imply use of a specific methodology.'

At the time of GHF, there were no comparable places running similar projects aiming to achieve systems-level change. The ambitious targets in the bid were based on what had been achieved during the development phase, desirable outputs and reasonable assumptions, however the limited managerial, structural and technical support for M&E (Monitoring and Evaluation, as distinct from research) in the project created a gap between what the Evaluation workstream was initially set up to track and the progress actually measured. We did not find a live Theory of Change (ToC), evaluation framework, monitoring indicators or a structured monitoring and evaluation plan for the lifetime of the project.

Calculation of SROI had to be removed from the project, and subsequently calculations of carbon savings were removed from all workstreams except Choosing Wisely and PlasticFree.Period. We (the evaluators) found that the bulk of data collected across the course of the project is progress against activity targets and outputs in individual work packages supported by reflective narrative. While activity monitoring is important, it is inadequate to fully evaluate progress towards the ambitious changes identified in the bid. Effectively evaluating all three areas of expected change would have required a full and robust monitoring and evaluation plan implemented from the start and continued across the lifetime of the project.

3. EVALUATION FINDINGS

Section 3 of this final evaluation report presents findings in three sub-sections:

1. Section 3.1 presents the overall findings.

2. Section 3.2 presents summaries and detailed evaluation findings as they relate to each of the main evaluation questions (EQs) referencing the evaluation evidence gathered. This section includes evaluator comments on learning for the future and recommendations, as they relate to the main EQs.

3. Section 3.3 presents findings on the themes that emerged during the inception stage.

Taken as a whole, Section 3 is the heart of the evaluation and presents a comprehensive picture of the impact and outcomes of GHF, what has been learned, and what could be done in the future.

3.1. Overall evaluation findings

In this sub-section we present the big picture results which indicate the overall reach and impact of the project., according to the ambitious targets set out in the bid:

The headline numbers:

27,058

27,058 individual direct engagements with the project in Frome (TARGET: 21,252)

218,870

218,870 digital engagements with the project (TARGET: 316,249)

1,229

Of the original target of 1,229 tonnes of CO₂e, it was possible to retrospectively demonstrate that at least 770.8 tonnes were saved

£1,113,800

Against the original target of £504,624 in SROI, it was possible to retrospectively demonstrate at least £1,113,800 in financial savings

In addition:

- Frome Community Bike Project (FCBP) was sub-contracted by FTC to deliver Cycle Together: FCBP is a CIC incorporated April 2022 (active from January 2023) and was substantially strengthened by GHF in the period 2023-26; as at March 2026 it remains a going concern.
- The community networks have expanded during their residencies with Future Shed and will continue beyond 31 March 2026 in different forms as determined by their leaders and memberships.

We note the decision not to calculate Social Return on Investment (SROI) and have not been able to calculate SROI as part of this final evaluation. Further consideration is given to carbon (CO₂e) and financial savings in **Section 3.2.5. Impact.**

3.2. Detailed evaluation findings

In this sub-section we present the findings for each of the main evaluation questions in turn.

A summary for each is followed by detailed findings, evidence and specific highlighted examples, followed by learning for the future, and finally recommendations.

3.2.1. Relevance (EQ1)

To what extent did the project objectives and design respond to Frome's needs, and align with national, global and partner policies and priorities?

In answering this EQ, we examined the appropriateness of the GHF project partners, the extent to which the project aligned with governmental priorities and the United Nations' Sustainable Development Goals⁴ (SDGs, 2030), and how closely the project responded to beneficiaries' needs and priorities. We considered how the partnership and project adapted to changes in the context to ensure continued relevance and impact.

3.2.1.1. Summary

GHF was designed to align with and respond to local, national and global priorities relating to climate and health, and the evidence indicates this goal was achieved.

Overall, we found the project objectives and design clearly responded to local needs and priorities in Frome in 2023, confirmed by Frome Town Council's community engagement project and report 'Building a picture of Frome' in 2024⁵, and by the fact that Frome Town Council (FTC) had declared a climate emergency on 5th December 2018⁶ and brought the commitment to become a carbon neutral town forward to 2030 (previously 2046).

Frome Medical Practice (FMP) is a leading general practice based in Frome and was shortlisted for practice of the year⁷ in the General Practice Awards in recognition of excellence which includes pioneering work in social prescribing and a demonstrable commitment to a greener NHS⁸, particularly through community-led, practical initiatives that give people the opportunity to increase their health & wellbeing and reduce their climate impact.

Edventure's focus on incubating community interests into enterprises for positive change meant they had already tested and facilitated the launch of a number of community-led initiatives (such as the Share Shop and Community Fridge) that addressed local priorities.

The UK government's position and guidance on climate and health⁹ (2022) is unambiguous – the health of the planet is inextricably linked to human health and wellbeing. It is evident that the project aligns with national priorities and this guidance.

Global priorities relating to climate and health are clearly elaborated in the SDGs, and the scientific evidence states that 2024 was the hottest year ever recorded¹⁰, with the Earth's average temperature going beyond the 1.5°C warming level (long seen as a critical tipping point to avoid catastrophic climate consequences) for the first time. GHF's objectives and activities aligned with both the SDGs and efforts to slow or reverse this increase in temperature.

⁴<https://sdgs.un.org/2030agenda5>

⁵<https://www.frometowncouncil.gov.uk/wp-content/uploads/2024/12/Building-a-Picture-of-Frome-Report-2024.pdf>

⁶<https://www.climateemergencycountdown.com/org/frome-town-council>

⁷<https://www.fromemedicalpractice.co.uk/news/practice-shortlisted>

⁸<https://youtu.be/2l85fMoorFU>

⁹<https://www.gov.uk/government/publications/climate-change-applying-all-our-health/climate-and-health-applying-all-our-health>

¹⁰<https://www.rmets.org/metmatters/world-exceeds-15degc-threshold-entire-year-first-time>

3. Evaluation findings

The project activities adapted over the course of the three years to reflect changes in the political and economic context (globally, nationally and locally), including the energy and cost of living crises precipitated by the war in Ukraine and attributed in part to Brexit and associated supply chain issues and import duties, new developments in renewable energy, and shifts in public attitudes towards climate change.

Looking to the future, FTC and FMP have committed through their strategic plans, and Edventure through its mission statement to respond to the climate and ecological emergency in ways such as working to reduce carbon emissions and climate impact and increase resilience, and providing opportunities for people to take action to improve their health and wellbeing. This alignment suggests that there are tangible opportunities to sustain the partnership approach for increased impact.

3.2.1.2. Detailed findings

1. Evidence suggests the three partners were well placed to lead on the delivery of the project objectives and able to engage a wide range of other local partners and stakeholders. The three-way partnership brought together the two main institutional bodies / service providers in Frome (FTC, FMP) and the community led social enterprise Edventure Frome (established as a Community Interest Company (CIC) in August 2012).

2. Although a range of other possible partners could have been involved, adding further organisations could have made the project unwieldy. The education sector (schools, Frome College) were engaged as stakeholders for specific activities; there were links to academia (Plymouth University) in the early part of the project and in Year 3 through the Civic Imaginaries Project (University of Glasgow) and there were limited private sector / business links (e.g. FRECo) although not on a wider scale (e.g. through Frome Chamber of Commerce).

Sustainable Frome, an important Frome-based social enterprise (CIC) established in 2008 had some representation on the Project Advisory Group and maintained contact through a show on Frome Radio, attendance at events and sharing GHF information through their newsletter.

3. Evidence from a review of the documentation indicates alignment with and response to national climate / sustainability and health priorities including the GreenerNHS¹¹ initiative, Somerset Council's Climate Emergency Strategy¹² and the UK government's guidance on climate and health (ibid.) in the project design and choice of activities.

4. A comprehensive review of documentation suggests the project responded to Frome's needs, evidenced by the 2-year pilot and subsequent adjustments for the full award, the results of the 2023 town-wide survey, FTC Building a Picture of Frome survey and report in 2024, the focus areas for Future Shed residencies which closely match the needs of a market town with a textile and farming heritage and wider research and data available in the public domain.

5. Evidence from project documentation and KIs suggests GHF adapted, and project activities evolved in response to external shifts (political, public policy) and real-time project learning to maximise opportunities and make changes, in liaison with the funder representative. Proposed changes were supported by a rolling process of reviewing monitoring data and reflections recorded in project journals, discussed by workstream leads, project management and the Project Advisory Group. The emerging learning led to real-time changes in project activity, for example:

- i.** The communications strategy (Storytelling workstream) evolved to focus on messaging about Pocket as well as Planet and Health, reflecting shifts in the external political and economic climate (protracted cost of living and energy crises)

¹¹<https://www.england.nhs.uk/greenernhs/>

¹²<https://www.somerset.gov.uk/climate-and-ecological-emergency/somerset-climate-emergency-strategy/>

3. Evaluation findings

ii. Entry points for some project activities were led by health or financial savings messaging to mitigate for sensitivities and/or scepticism about prioritising climate/sustainability work

iii. In the Healthy Homes workstream, FTC leveraged the partnership with FMP to target those most vulnerable to respiratory disease with signposting to address poor ventilation, cold, or damp living conditions

iv. Healthy Homes made changes to the Retrofit reporting and follow up process in response to feedback, and developed follow-on workstreams Retrofit(lite) and Renewables to provide a more complete service and respond to changes in the national conversation about home energy

v. Cycle Together evolved from delivering confidence/safety group classes to Book a buddy in response to attendance figures. Messaging shifted to focus more on the physical and mental health benefits of cycling

vi. The highly successful Future Shed residency model was suggested by the CAF officer during the development phase, and adopted as a way of funding and giving agency to community projects without on-granting

vii. Following an unsuccessful 'Food Truck' initiative, Frome Food Network (Future Shed) launched the Canteen restaurant, partially inspired by the historic British Restaurant concept. This lifted the issues of food waste and affordable, communal eating up the agenda, re-focused on the health and climate benefits of seasonal, hyperlocal food and responded to current concerns about ultra-processed food

viii. Future Shed (Everyone Needs Pockets) partnered annually (2023, 2024, 2025) as a Hub with the community-to-community event Sustainable Fashion Week, publicising and hosting a changing range of inclusive mending and textile reuse events in Frome as part of the national event¹³

ix. Choosing Wisely expanded its deprescribing work beyond asthma inhalers to address polypharmacy and analgesics (including opioids)

x. PlasticFree.Period. adapted to include addressing concerns about microplastics and health, and expanded beyond schools to include menstrual support for women and reducing plastics in incontinence care

xi. In the final months of the project, budget was reallocated to enable funding for the Youth Climate Action Group to form, meet, undertake activities and run a public campaign event, helping to support young people in taking action for the climate which is a priority for GHF.

3.2.1.4. Recommendations

1. Working in partnership – A partnership approach **should** be the norm to ensure that climate and health related work in Frome is coherent, coordinated and responsive. New or additional partners **should** be introduced to an expanding network, based on the complementary and balancing perspective they can bring and the extent to which they can increase the appropriateness and responsiveness of the work to Frome.

¹³Sustainable Fashion Week 2025 Impact Report

3. Evaluation findings

3.2.2. Coherence (EQ2)

To what extent did the project complement and/or support other similar interventions?

In answering this EQ, we also examined whether the project undermined and/or competed with other interventions in Frome, and whether there was evidence of coordination or duplication.

3.2.2.1. Summary

GHF aimed to align with and complement the work of others in Frome relating to climate and health, and the evidence indicates this goal was mostly achieved.

Frome Town Council's commitment to sustainability and resilience work pre-dates GHF by many years, and town councillors have launched various initiatives aimed at securing greater resilience and self-reliance in energy and resource-use, supporting the creation of jobs and training opportunities, enhancing wellbeing and to build upon the community's support for sustainability. The project provided both FTC and FMP an opportunity to accelerate pre-existing climate and health related activities which they seized. Both FTC and FMP assigned additional resources over and above those provided by the funder CAF to increase the impact of this work. Edventure worked with a full-cost-recovery model, partnering with GHF workstream activities by offering support to Future Shed residencies, tailoring courses to amplify community efforts in the climate and health space, and gaining an uplift to extend learning to other community groups outside Frome. These are all excellent examples of the way in which CAF's funding [investment] was leveraged and amplified by the partners.

Frome is a town with an appetite for climate and health related activities and sustainable living, so there are many other active initiatives in and around Frome. Achieving coherence and avoiding duplication are a challenge, and it was not the objective of the project to coordinate or 'mastermind' all these existing activities.

GHF coincided with a quieter period for the CIC Sustainable Frome and the evidence gathered suggests that the project provided a valuable organising framework for many activities specifically focused on climate and health, reinforced by being hosted within the three main partners. While no evidence of duplication was found, two key informants questioned whether GHF effectively leveraged its relationship with Sustainable Frome and other local groups (such as Keep It Frome) to increase the project's reach and impact. However, there were multiple points of connection throughout the project so any lack of coherence appears minimal.

There was limited evidence of close alignment of work with education providers being embedded across the project, but specific examples of youth engagement in key instances: Early support for the Earth House student group at Frome College, the inclusion of PlasticFree.Period. in PHSE classes in local schools and Frome College, youth and children engaged through public events run by Future Shed residencies, and the recent (2025) Youth Climate Action Group work – a Future Shed residency with additional support from FRECo and FTC (including re-allocated GHF budget). The impressive success of the award-winning OpenStoryTellers film and the An All Round Hullabaloo exhibitions are highlights in the Storytelling workstream that engaged and employed adult artists with learning disabilities. Future Shed activities in particular through Frome Seed Library and Frome Families for the Future engaged with children, older people and people living with dementia and / or in residential care. These forms of engagement across Frome's population are coherent with the overall engagement approach for Frome citizens and the project's EDI statement.

We did not find evidence of co-work or alignment with public transport providers or private sector company initiatives to reduce carbon emissions.

3. Evaluation findings

3.2.2.2. Detailed findings

1. Frome has a long history of climate activism, evidenced by the establishment of Sustainable Frome¹⁴ in 2008, the creation and ascendancy of the Independents for Frome political group and Flatpack Democracy¹⁵ approach in the period of 2011-14, and the active role of several Frome residents in establishing the Transition Town movement in 2005 and Extinction Rebellion in 2018. The evidence suggests there is 'space' and 'appetite' for many different climate and health related activities in Frome.

2. The evidence from project documentation and our first-hand observations indicates that Frome can accommodate multiple similar interventions. The continued existence of three independent 'health' shops (Shop Next Door, Denude and Frome Wholefoods) as well as other local and national brands with a presence in the town and independent shops promoting sustainable and climate-friendly living including butchers, grocers, farm shops, clothing, hardware and homeware shops indicates both climate awareness and commitment on the part of people in and around Frome.

3. The evidence from project documents and KII's suggests that GHF integrated well with pre-existing FTC and FMP activities and provided a useful organising framework for climate and health related activities. That the CAF funding has provided additional impetus for increasing activities is indicated by the way it has been leveraged by FTC and FMP. At Adventure, funding was initially focused on starting new activities, and then in the second half of the project, looking at novel and creative ways to integrate and boost the impact of activities in their portfolio, for example the Comms for Change course which addressed food waste by creating a campaign around the Community Fridge.

4. There is evidence that GHF complements FTC's commitment to climate and health work, as indicated by FTC's Renewable Energy initiatives including FRECo (responsible for the solarisation of FMP roof and Frome Football Club stadium roof), and the roles of Climate Action Lead and Resilience Officer existing within the town council.

5. Evidence that GHF Project workstreams complemented other similar interventions:

i. Healthy Homes furthered FTC's work on home energy assessments and advice, Retrofitting and renewable energy for homeowners

ii. Cycle Together integrated with and complements the work of Frome Community Bike Project

iii. PlasticFree.Period. integrated with and complemented PHSE (Personal, social, health and economic education) in schools.

6. Beyond Frome activities including connections with national initiatives such as Sustainable Fashion Week, other Town and Parish councils in Somerset and neighbouring counties, partner participation in national conferences, the choice of Frome by the University of Glasgow's Civic Imaginaries Partnerships project, the GHF Conference in Frome in November 2025, and the fact that GHF has been of particular interest to CAF's learning partners throughout, indicate complementarity, support, and active efforts towards connection, cohesion and shared learning.

7. There is evidence that GHF took steps to avoid duplication by removing pre-existing initiatives (e.g. Food at Five) from the CAF bid for the three-year funding.

¹⁴<https://find-and-update.company-information.service.gov.uk/company/06599399>

¹⁵<https://www.demsoc.org/public-square/articles/flatpack-democracy-reclaiming-local-politics>

3. Evaluation findings

8. We did not find evidence of successful engagement and/or alignment with climate and health/wellbeing activities undertaken by sports centres and sports and recreation clubs (although there were early efforts to engage with both football and rugby clubs), public transport providers, and private sector companies, however there is good evidence of formal and informal working in schools; both the PlasticFree. Period. and Cycle Together workstreams have engaged with school children and young adults in education. GHF representatives have visited middle schools (Oakfield, Avanti and Selwood), specialist academy Critchill School, and spoken multiple times at Frome College assemblies, and the project has been instrumental in bringing additional community support into Frome College for various activities from After School Club, Future Shed Residency activities through Everyone Needs Pockets, contributions to careers days and Green Connector Training for students and staff.

9. Although Edventure is known for providing support and education services to local entrepreneurs (including start-up, business mentoring and incubation), the Residencies hosted by Future Shed were intended to incubate community networks and there was a low appetite for transition from supported residency to a more formal independent self-sustaining entity (CiC, Charity, limited company or other model) among the residencies. With hindsight, proactively incorporating an incrementally staged transition to independence within the residency model, may have contributed to some residencies becoming sustainable independent entities in their own right by the end of the project.

10. There was evidence of Future Shed networks/residencies nominating a Green Connector (or Green Voice) and these individuals being trained and coached by the FMP's Green Connector lead, but no evidence of Green Connector activity apart from this within Edventure. Similarly there was no evidence of integrated Green Connector activity within FTC, and although Energy Champions were encouraged to participate in the training, there was no uptake.

3.2.2.3. Learning for the future Coherence

- 1.** Mapping existing initiatives and projects as part of the funding proposal development process is a pre-requisite to ensure coherence and minimise duplication.
- 2.** Ongoing liaison with existing providers of services and activities relating to climate and health is essential to address emerging gaps and/or overlap and duplication.
- 3.** Green & Healthy Frome served as a useful and appropriate organising framework for climate and health related activities in Frome.

3.2.2.4. Recommendations

2. Mapping climate and health related activities in Frome - In its role as town council, FTC **should** adopt and maintain the extended map of climate and health related projects and activities in Frome created by the GHF Project Manager. This **should** supplement the Green Business list and Green Directory and be widely available, to mitigate the risk of unnecessary overlap or duplication and highlight clear opportunities for new and complementary initiatives to be launched and implemented.

3. Evaluation findings

3.2.3. Effectiveness (EQ3)

How effective is GHF and to what extent did GHF achieve its intended objectives, outcomes and impact?

In answering this EQ, we focused on two key aspects of effectiveness:

- 1) Internal / operational – specifically the partnership between Frome Town Council, Edventure and Frome Medical Practice, and the way in which working in partnership impacted the results
- 2) External – overall effectiveness and specifically the extent to which GHF achieved its objectives and intended outcomes and results

3.2.3.1. Summary

1) Internal / operational effectiveness (How effective was GHF?)

Green & Healthy Frome had ambitious objectives and required the three partners to work collaboratively to manage different workstreams and activities effectively, and deliver the results hoped for. The partners had previously worked together during the 2-year development period (2021-23) and fund awards were made directly to each partner. A partnership agreement was put in place to ensure mutual financial accountability and probity.

Working in partnership is challenging in any circumstances, let alone on a complex and sometimes politically sensitive project whose partners have widely varying mandates and means. In the absence of a dedicated Project Management Unit, GHF was managed by a Project Manager employed by Edventure while the responsibility for ongoing monitoring and evaluation sat at the level of workstream leads, managed by the Climate Action Researcher who was employed by Frome Town Council and acted as Evaluation Lead. There was additional dedicated evaluation capacity within FMP. Following the resignation of the Climate Action Researcher in April 2025 there was no dedicated Evaluation Lead for the project. This final evaluation was undertaken by independent external evaluators – The Conscious Project – and managed by Frome Town Council who retained the evaluation budget line.

The effectiveness of the project partnership was significantly impacted by senior staff turnover and changes, and some gaps in continuity, primarily at Edventure and Frome Town Council: The original Edventure director who played a significant and visionary role in developing the project proposal left in Summer 2023 after a long handover period to a successor who had a limited term of office and left in December 2024. Edventure Board members supported the organisation through these transitions, and two Board members took over as Co-Executive Directors in Dec 2024 to provide continuity and support the timely completion of GHF.

At Frome Town Council, the 12-month gap between the departure of the Resilience Manager who had co-written the GHF bid and the appointment of the current Climate Action Lead, meant that FTC's leadership capacity for GHF was reduced for that period. The project had to rely on FTC's lead contact and the Project Manager to cover the gap. The reassigning of line-management responsibilities resulted in the GHF team being dispersed across the council. Delivery team members had to step up to fill the gaps in organisational knowledge and help to provide a smooth transition and onboarding/orientation when the new role was filled.

The initial Communications Lead resigned towards the end of year one leaving their successor to create and implement a partnership-wide communications strategy, and the project's Evaluation Lead (FTC's Climate Action Researcher) left at the end of the second year (April 2025), presenting continuity challenges for monitoring and evaluation in the final year of the project. The impact of these changes was mitigated by the consistency of the Project Manager and other workstream leads, who remained constant with the exception of Healthy Homes, although Frome Town Council was able to effectively mitigate the impact of staff capacity changes for that workstream.

3. Evaluation findings

The evidence gathered indicates that although GHF began with the ambition and intent to co-work across workstreams and that this took place in the development phase and the early stages of the project, it was less well-sustained through the second and third years of the project, with the result that workstreams became more siloed and focused on activity targets, and less integrated. There is only specific evidence of effective collaboration between two of the three partners on specific workstreams; PlasticFree. Period. (Frome Town Council >> Frome Medical Practice); Green Connectors (Edventure >> Frome Medical Practice); Future Shed (Edventure >> Frome Town Council). Fortnightly delivery team meetings convened by the Project Manager were a forum for the team to encourage and inspire each other and problem-solve collectively, but at a management level the project lacked horizontal integration and close collaboration between the three partners in a way that was far-sighted / visionary and accelerated towards and beyond the project outcomes.

There were consistent difficulties in convening meetings for partner management, not least because only in Edventure had a proportion of the award budget been allocated to such activities. The reasons for limited integration are generally well documented and sound, including limited financial resources ring-fenced to facilitate intensely collaborative activities between the three partners, and occasionally a difference of opinion or approach or a lack of capacity. Overall however, the findings suggest that with a different approach – for example workstreams and/or specific programmes and events designed and delivered explicitly as collaborative activities – and with additional resources specifically for facilitating collaborative activity, more learning could have been leveraged by GHF and more impact achieved.

FTC was the only partner to sub-contract for project delivery, deemed necessary to deliver results for the Healthy Homes and Cycle Together workstreams, but at the same time resulting in an additional burden of oversight and contract management for FTC. Over the course of the project, these sub-contracting relationships gradually developed into more effective and collaborative working partnerships, evidenced by increases in the two-way flow of learning, sharing of knowledge resources and adaptations implemented in Cycle Together (with Frome Community Bike Project) and Healthy Homes / Retrofit (with the Centre for Sustainable Energy).

2) External / Overall effectiveness (To what extent did GHF achieve its intended objectives, outcome and impact?)

Moving to the second aspect of effectiveness, the evidence suggests that GHF was effective in achieving its objectives relating to climate and health and that the partnership enabled the project to achieve results that otherwise may not have been possible, or that would have typically taken far longer than three years to achieve. The main workstreams supported by the Evaluation, Storytelling and Beyond Frome workstreams were an effective design, and enabled GHF to reach a large number and diverse range of stakeholders in and beyond Frome over three years, contributing to financial and carbon emissions savings. The evidence suggests that the carbon emissions and financial figures are conservative estimates and the real figures are higher. Based on the evidence gathered during this evaluation, the evaluators judge that it is unlikely that this scale of impact would have been possible to attain over a three-year period by partners working in isolation or independently. However, based on the gaps identified in project data and the lack of integrated planning, embedded collaboration planning and a robust structural approach to MEAL (monitoring, evaluation, accountability and learning), it is probable that even more could have been achieved.

3. Evaluation findings

We found from monitoring data and reflections gathered by the workstream leads and the Project Manager's records over the course of the project, that there are plenty of achievements to celebrate, especially when viewing GHF through the lens of continuous learning. Specific examples include:

- Frome Medical Practice leveraged the ring-fenced funding to fast-track work on deprescribing through Choosing Wisely; work that would have progressed much more slowly had it been subject to regular NHS funding restrictions
- Frome Medical Practice leveraged the success of Choosing Wisely as part of its successful application to become part of the National NHS England Primary Network Pilot
- Frome Town Council aligned the CAF funding with pre-existing commitments and budgets allocated to carbon reduction, increasing energy efficiency and improving living conditions, thus scaling its work
- Frome Town Council leveraged its partnership with Frome Community Bike Project (FCBP) by formally seconding a council staff member¹⁶ in the resilience team to FCBP with specific responsibility for implementing the Cycle Together workstream
- Edventure pivoted its initial offer of an incubation course to develop a social enterprise from a Future Shed residency, to create the Comms for Change course which leveraged the Storytelling workstream funding and expertise to boost delivery of core work directly aligned with GHF.

These examples of leveraging funding are significant, suggesting that the Climate Action Fund has played a vital role in catalysing, enabling and accelerating climate action within each of the partner organisations. The partners were able to build on existing momentum, 'hit the ground running', and elevate their climate and health work as well as delivering specific activity within the workstreams.

A factor that had a significant impact on effectiveness was the loss and change of key staff. The departure of bid leaders affected overall leadership effectiveness and especially the ability of the distributed management team to effectively uphold vision or 'carry the torch'. The departure of the Evaluation Lead part way through the funding period presented challenges to working effectively together in the project's final year and exposed the absence of a comprehensive Monitoring, Evaluation, Accountability and Learning framework. This meant that workstream leads were not alerted to real-time monitoring data to inform continuous improvement and decision-making, facilitate adaptations or capitalise on opportunities.

The question of whether the project should have had a pause and re-grouping between the two year pilot (2021-23) and the three year main project funding period (2023-26) remains moot. Some key informants suggested a break or staggered mobilisation would have allowed for additional data collection on needs and baseline calculations to be made, informing workstream activity design and timing. Others emphasised the importance of maintaining momentum. The desire to maintain momentum is understandable, as it is driven by the need to achieve impact in a relatively short time, and maximise the opportunity for fast learning cycles. Nevertheless, project effectiveness overall suffered from a lack of integrated planning at management level. When key staff with organisational knowledge, visionary oversight and passion left, there was not enough of a structured or strategic plan to effectively drive the project forward in three very different organisations. Documental evidence exists that appears to show that some attempts were made at collaborative integrated planning in the early stages of the project but evidence is incomplete and does not extend beyond Year 1.

¹⁶The staff member held the sustainable and active travel portfolio and was also an unpaid Director of the Frome Community Bike Project CIC

3. Evaluation findings

3.2.3.2. Detailed findings

1. The evidence from KIIs (including workstream leads) suggests that the Project Manager and Project Advisory Group worked effectively and partially compensated for the lack of a centralised project management structure.

2. The lack of a dedicated project management unit or team, made up of staff with decisional responsibility seconded into roles for the whole GHF project meant that the Project Manager's workload was at times excessive. Alongside the overarching coordination and management responsibilities, it formally included line managing two individuals, managing two workstreams and coordinating the Project Advisory Group, but informally expanded to filling gaps in line management and pastoral care when project staff left and new people were onboarded.

3. The evidence gathered from project documents and interviews with project stakeholders suggests that after a promising start (characterised by effective dialogue and collaboration between the three main partners) in the first year of GHF (2023/24), by the second year the six main workstreams had evolved to become relatively independent of each other, with limited cross-pollination. This somewhat siloed approach meant that exchange of learning between workstreams was limited, and some opportunities to advance GHF's objectives were missed, for example linking the mental and physical health benefits of cycling [Cycle Together] to the work on deprescribing [Choosing Wisely] and maximising the opportunities for Green Connector activities across the three partner organisations.

4. The three main partners chose different approaches for funding allocation and cost-recovery and although this is probably inevitable in very differently structured organisations, we have identified ways in which it affected the partnership. Uneven workloads, different expectations of work quality and performance across the partners, and in FTC, project activities sub-contracted to external partners - affected the ease and timeliness of access to activity, monitoring and evaluation data. We have not been able to determine whether this impacted the overall effectiveness of the project, but it presents as a gap especially when coupled with the absence of a comprehensive partnership agreement that went beyond financial probity to include how project staff would be supported and managed and how obstacles would be navigated and decisions made collectively in a timely way.

5. Specific examples of effective collaboration to achieve impact include:

i. FMP messaging patients with respiratory disease, signposting them to FTC's Healthy Homes services

ii. FTC partnering with the Centre for Sustainable Energy (as a sub-contractor) to deliver elements of Healthy Homes and Retrofit

iii. FTC and FMP collaborating to take PlasticFree.Period. sessions into schools

iv. GHF Storytelling Lead (Edventure) and FTC communications team co-locating to coordinate communications

v. FTC and Edventure providing event support and spaces for Future Shed events.

6. The three partners collaborated effectively to run the GHF Conference in November 2025 which attracted 50 participants in addition to approximately 30 attendees directly linked to the project. Tours and interactive co-led workshop sessions were run for participants at the main venue by Edventure and at FTC and FMP.

3. Evaluation findings

7. FTC was an effective enabler of the Future Shed workstream and community meet ups, and offered extensive collaborative support across GHF including providing free space for large events such as Sustainable Fashion Week (October 2025) and hosting Green Get-Togethers, learning and training sessions for free. FTC's Communities team demonstrated sustained interest in the work of Future Shed, including suggesting practical ways of supporting networks and projects, and the Communications team supported public events (for example Canteen in the Park, August 2025, the Sewing The Seeds Flax event in Rodden Meadow, October 2025 and the Plastic Bones parade in March 2026) providing staff support at no cost to GHF project events, answering questions and ensuring public events ran safely.

3.2.3.3. Learning for the future: Effectiveness

1. Partnerships are sustained through regular open and honest dialogue which requires time, and prioritisation. Although the relationship between the three main partners began well, with good mutual understanding and a shared vision, the time partners invested in sustaining the partnership at management level diminished over the three years, and the structure of meetings shifted from considering overarching governance, performance and progress towards the vision and outcomes of the project at high level, to addressing priorities that were more immediate and at times urgent. The evidence indicates this contributed to some tension in the partnership and working relationships, particularly in the final year of the project. Scheduling regular partnership reviews at least annually, preferably six-monthly) and allocating a specific budget or resources to enable lead contacts in the main partners to meet would demonstrate that the wellbeing of the partnership is a priority, allow misunderstandings to be dealt with and mitigate any tension.

2. In projects like GHF there is often pressure to 'hit the ground running', and this was the case as the project transitioned from a 2-year development period into the 3-year funded project. A break or pause is rarely an option, especially for projects that focus on systemic change, but notwithstanding this pressure to maintain momentum, it is important for project leads to intentionally and assertively allocate time for induction and training of new staff and to ensure there is an effective and structured transition between the development and implementation phases of the project. This structured transition includes updating plans and co-ordination mechanisms, re-allocating resources as needed, premises and software set-up where necessary, reviewing timelines and milestones and establishing a robust monitoring and evaluation framework with realistic monitoring indicators and an effective, consistent mechanism for identifying learning and feeding it back into ongoing project planning at agreed intervals.

3. The partnership agreement between the three main partners did not extend to the behavioural / relational component of the partnership. A 'Project Charter' (which formalises behavioural and managerial expectations, provides a simple internal code of conduct and makes explicit the roles and functions of the Advisory Group, Management Team and Delivery Teams), would have served the project well especially when key staff moved on from their roles. It would have provided clarity about organisational obligations to share communications messaging and Beyond Frome reach across the partnership, and helped to identify meaningful ways to collaborate. There are multiple resources to support the creation of such an agreement, from organisations that exist to support partnership working in the third sector such as The Partnering Initiative¹⁷ and the Partnership Brokers Association¹⁸.

¹⁷<https://thepartneringinitiative.org/knowledge-centre/introduction-to-partnerships/>

¹⁸<https://www.partnershipbrokers.org/resources/>

3. Evaluation findings

3.2.3.4. Recommendations

3. Budget for collaboration / partnership activities - Future partnerships **must** have specific budget / resources assigned to maintaining the partnership at the highest level of the partnership (in this case lead contacts) for example in the form of regular review meetings and joint activities that promote and enable collaboration and maintain effective communication channels.

4. Project management approach - Future collaborative projects **should** consider budgeting for and establishing a dedicated project management unit which has equal ownership and representation by partners from a decisional level of management and which supports integrated programming and delivery and the operational implementation of project workstreams.

3.2.4 Efficiency (EQ4)

To what extent did GHF deliver its results in a timely and cost-effective way?

In answering this EQ we sought to examine the extent to which Green & Healthy Frome delivered its results in a timely and cost-effective way, and the way in which ongoing monitoring and evaluation during implementation contributed to efficient decision making, adaptation and implementation. We also reviewed the decisions relating to carbon counting and calculating SROI.

3.2.4.1. Summary

The evidence indicates that GHF project activities across all workstreams were delivered in a timely and highly cost-effective way.

GHF workstreams relied on a small number of paid staff to manage and coordinate activities. Most staff members were in part time working arrangements, or the project paid a proportion of their full-time equivalent role.

All the partners used the opportunity presented by the CAF grant to part-fund new and existing roles focused on achieving project outcomes, and to establish dedicated GHF project roles.

The Project Manager role employed by Edventure was critical to maintaining progress against the ambitious activity targets that were to deliver on project goals, and the Evaluation Leads in Frome Town Council and Frome Medical Practice were essential for monitoring. Activity monitoring established at the early stages of the project enabled progress towards targets to be tracked via online forms. Some challenges in maintaining up to date records were experienced in the final year of the project following the departure of the Evaluation Lead in April 2025.

Although the project and workstreams were managed and/or coordinated by salaried staff and financial resources were allocated for event support and engagement, GHF also relied on volunteer time for the coordination and implementation of activities, particularly in the Healthy Homes and Cycle Together workstreams. All three main partners and local venues provided meeting rooms and workshop spaces at low or no cost for project-related activities.

We found no evidence of profligacy or wasted resources – on the contrary there was evidence of proactive resource conservation and prudence, for example the decision to pause and then cease the SROI work in Year 1 (with CAF's approval) was based on the questionable value for money of that investment (~ GBP 30,000) with no certainty of a return. The reallocation of project resources within Frome Town Council to create the Renewables workstream, and changes made to the Green Connectors and Choosing Wisely workstreams in Frome Medical Practice in response to real-time monitoring data are two further examples.

In every workstream, we found examples where ongoing monitoring and evaluation activity had been fed back into the project in real time to inform efficient decision making, adaptation and implementation.

3. Evaluation findings

3.2.4.2. Detailed findings

1. Quarterly activity-reporting using templates created by the project evaluation lead was managed by the project manager and supported accountability. This data informed conversations about project success and uptake, and adjustments to activities within workstreams, for example Retrofit-lite was introduced in response to user feedback on full-length Retrofit assessment reports, along with support to householders to follow through with changes based on the recommendations.

2. Monitoring data was used to inform the evolution and communications of the Cycle Together workstream's activities significantly over time, for example 'adult cycle training' was rebranded to 'cycle confidence' and finally to 'Book a Buddy' to increase accessibility, and appeal. This change demonstrates a positive acknowledgement of the additional mental health benefits of cycling, and a welcome evolution from an initial focus on confidence and safety which is addressed through Bikeability training, also offered by FCBP.

3. Real-time feedback on the Choosing Wisely workstream, informed by robust monitoring by FMP staff, enabled the rapid increase of deprescribing initiatives from saving money (and carbon emissions) by reducing unnecessary prescriptions and surplus medication (Show Me Your Meds) to actively supporting patients through a deprescribing process in multiple clinical areas.

4. Real-time feedback on the PlasticFree.Period. programme indicated that people were concerned about the impact of micro-plastics and toxins in menstrual products on health, including fertility. This with financial savings, provided a more compelling reason to switch to plastic free menstrual products than reducing the impact on climate. Using this data, the team increased the number of people they engaged with.

5. The evidence indicates the partner organisations actively minimised the administrative costs of hiring meeting spaces by providing use of spaces for free at FTC, FMP, Edventure and elsewhere wherever possible, and by ensuring event space was modest and in keeping with a cost-conscious approach (for example the Wesley Methodist Church was used for the 2025 conference, with Canteen providing catering).

6. Financial savings through staff leaving or changing role during the project were reallocated to project activities or re-assigned to ensure work was covered, for example the budget for Evaluation and Retrofit held by Frome Town Council was reprofiled to allocate funds to work programmes where either capacity was inadequate (Cycle Together co-ordination) or opportunities for greater impact were identified (Renewables, additional Storytelling activity). Independent external evaluators were engaged for this final evaluation as a pragmatic alternative to advertising, hiring and onboarding new staff in the final year.

7. GHF engaged multiple volunteers across its six workstreams, but used a range of volunteering modalities with some inconsistencies. Green Connectors often worked in a volunteer capacity as part of their jobs, but without addressing the grey area of liability (e.g. staff who volunteered to lead walks outside of normal work time could be liable should anything untoward happen to a community member on the walk). To facilitate the volunteering spirit, this risk could have been mitigated in a volunteer agreement or policy. Similarly FCBP which implemented Cycle Together relies on volunteers to support paid staff, but no evidence of volunteer policy or agreements was found. The Future Shed workstream relied on residency coordinators (who received coordination fees) and sessional workers who provided event support. A project like GHF needs a range of options and models for engaging volunteers and sessional workers but we found an overall lack of transparency and consistency across workstreams.

3. Evaluation findings

The absence of a clear strategy, framework or transparent pathways for individuals to offer support to the project and/or be engaged by different workstreams as volunteers or sessional workers presents some risks in terms of perceptions of inequality, unfairness or favouritism. More specifically, the evaluators found that although anecdotal evidence suggested that offering coordination fees and engaging sessional workers lowered the barrier for participation in Future Shed activities, no evidence suggested that it increased the socio-economic diversity of participants.

8. The modest allowance of GBP 5,000 allocated by Edventure for the coordination of viable residencies to accelerate the incubation of networks or projects was judged reasonable. It enabled people to participate in lead roles who otherwise would not have been able to give their time. Some residencies received repeat allocations in the second and third year of GHF. This could have contributed to a residency's dependence on the project and dissuaded them from seeking alternative funding and taking other steps towards increased sustainability and independence. However, one of the primary purposes of Future Shed as a learning exercise was to identify what it takes to establish community-led networks of action to effect grassroots-led change for climate, health and the community, and in this regard it fulfilled its purpose.

9. Removing the SROI component from GHF resulted in a saving of GBP 30,000. This decision was based on an analysis of the value for money of the approach given the lack of reliable baseline data from which to calculate SROI, the lifetime of the project being shorter than the SROI calculation process timeline, and the limited suitability of the methodology for a complex multi-modal project.

3.2.4.3. Learning for the future: Efficiency

1. The importance of accurate baseline data to support monitoring and evaluation is a key learning for GHF. Minimal data collection on carbon emissions, low carbon transport options and usage, low carbon behaviours and lifestyle changes meant that GHF project workstreams have struggled to report on the impact of the project in terms of carbon savings and been unable to utilise the planned social return on investment calculations. In the future, collection of baseline data should be planned and undertaken in a way that is consistent with being able to collect a comparable sample at key points in the project lifetime.

2. The residency is a valid and well-understood model for artists, but less well understood for incubating community climate and health initiatives. It was a key way for GHF to pilot a creative grassroots approach to address systemic climate and health challenges in community. Enabling creativity with few constraints, and allocating modest financial resources served as 'seed funding' to support experimentation and coordination without the complications of sub-grants, allowed the community to enact change in areas that are important to people in Frome; food, textiles, seeds, the River Frome. In the future, it could be worthwhile to consider what additional support or scaffolding might be provided to help resident networks to 'graduate' from their residency into an entity that can directly access alternative sources of funding. This would minimise the risk of dependency and maximise the potential for independence and sustainability of the viable projects or initiatives, thereby increasing the likelihood of a return on investment. However this must be balanced against the need for nascent networks to 'grow up' in a supportive community environment; it takes time to become resilient.

3. Evaluation findings

3. Projects like GHF that are focused on systemic change require agile and adaptive behaviours informed by timely and accurate monitoring data and feedback. In other words, integrated monitoring and evaluation is essential, and this could include embedding responsive, real-time monitoring and evaluation capability and capacity in each workstream as well as at an overall project management level. An alternative (or complement) to embedding evaluation expertise within one or more partners is to situate the evaluation lead within an independent project management unit or as an accompanying consultancy. This could facilitate greater mobility of learning across the workstreams, better integration of systems-level learning and support to each partner and/or workstream as needed, improved coordination and increased confidence that decisions are data driven.

4. The monitoring and evaluation work was focused heavily on activity monitoring and reporting, with evaluation and learning underemphasised. GHF was complex and varied, featuring multiple activities, workstreams addressing different facets of climate >< health >< community systems, and innovative approaches. It required a comprehensive, robust, structured evaluation framework, designed in the early stages and then implemented consistently throughout the project.

3.2.4.4. Recommendations

5. Volunteering & community participation

- In the future, collaborative projects such as Green & Healthy Frome **should** develop a strategy (with an accompanying plan) to encourage and support community participation and the consistent mobilisation of individuals who want to get involved with and contribute to climate and health initiatives, whether as volunteers, sessional workers or in some other capacity.

6. Baseline data - The importance of clear and consistent baseline data cannot be under-estimated. In the future projects **must** prioritise the collection of specific, relevant and local baseline data, and the collection methodology must be repeatable so that it is possible to measure the extent to which project objectives and goals have been achieved as part of the evaluation process.

3.2.5. Impact (EQ5)

What is the nature and extent of the project's (GHF's) impact on Frome?

In answering this EQ we sought to identify the quantifiable and tangible impact of Green & Healthy Frome on its intended beneficiaries, moving beyond the records of conversations held, activities undertaken, and commitments promised to evidence of demonstrable shifts in behaviour or practice, reductions in carbon, money saved, and the emergence of new initiatives and/or entities aimed at furthering or amplifying the impact of the project. Beyond the ambitions outlined in the original funding application and the 2023 Theory of Change, we also sought examples of where the project has showcased innovation for positive impact, and considered the positive and negative unintended consequences.

We highlight the important contribution of communications to impact, and share learning for the future. An additional important component of this EQ is the nature and extent of GHF's impact beyond Frome, as demonstrated by the activities and outcomes of the Storytelling and Beyond Frome workstreams.

3.2.5.1. Summary

The big picture results which were identified in the bid as indicative of the overall impact and reach of the project are presented here:

The headline numbers:

- 27,058 individual direct engagements with the project in Frome
- At least 770.8 tonnes of CO₂e saved
- At least £1,113,800 in financial savings

The challenge of measuring both climate and health outcomes are well documented, typically requiring longitudinal studies over periods of five to ten years or more. In a short - three year - intervention such as GHF we must look carefully at patterns and apparent trends as well as numbers, and take care not to extrapolate or conjecture.

We have considered how systemic change happens in a town like Frome, and where GHF project and workstream activities might be said to fit the change pathway. Some workstream activities can be viewed and situated in that continuum, i.e. as a key step or steps along a path towards a result, and this helps us see activities in their context and in a different light. For example, if a person in Frome makes a change to their home (reducing their carbon emissions and saving money), their first step is not usually making the change but becoming aware. From this point, connecting and sense-making (communications, a meeting), an engagement with services (an energy and retrofit assessment) and support (follow up from the team) follow, ultimately leading to a transformative action (implementing change based on recommendations). Measuring the impact of the change/s (actual reduction in carbon emissions or actual financial savings) is only possible if there is a) an accurate starting baseline, and b) an accurate follow up measurement.

This complexity helps to explain why the data on carbon savings measurable from GHF is inconsistent with the estimates in the bid, and why identifying a financial value for SROI was not pursued.

Any impact evaluation must take into account the important role of communications activities, including the GHF website and the way the three main partners communicated about project activities and reinforced awareness of the project among citizens and service users. It proved impossible to maintain consistent integrated communications and marketing across three quite different partners with different parameters for sharing information. In addition the Communications Lead role was held by three different people over the life of the project, and it was only towards the end of Year 2 that a full suite of brand assets was assembled, and detailed work completed to create user personas and re-orient the website content according to user interests and preferences (*Planet, Pocket, Health*).

3. Evaluation findings

There is good evidence of monitoring data being used for learning within both the communications and Beyond Frome workstreams, for example there were more than 40 times more toolkit downloads in 11 months than in the previous two years, when the gateway of emailing the project first was removed. GHF's followers on Facebook and Instagram have continued to grow dramatically throughout Year 3.

The overwhelming success of the OpenStoryTellers film which as of December 2025 has won two awards and been nominated for a third, is a prominent example of the way that inclusion has been integrated into Green & Healthy Frome. It is important to situate this and aspects of the Beyond Frome workstream (such as the Project Manager regularly connecting with wider networks via connections developed by individual workstreams) within the catalytic path for systemic change¹⁹ as they are part of the process of catalysing transformation which precedes cohered and effective systems. As such their impacts can be difficult to pinpoint, not necessarily because they were not impactful but because the impacts are varied and distributed, making them challenging to measure and consolidate into a distinct body of evidence.

The GHF conference in November 2025 had approximately 80 participants, providing an opportunity for people to learn about GHF and its impact, to discuss and exchange learning and to explore how similar activities could be sustained, adapted or replicated elsewhere by others. The choice of Frome by the Civic Imaginaries project (University of Glasgow) and the arrival of the two resident researchers in the final year of the project suggests Frome is recognised at some level within the UK for the way it approaches social change and achieves positive impact through a wide range of activities on climate and health including GHF's workstreams.

3.2.5.2. Detailed findings

The project set the following targets in its bid:

Table 1: GHF Project targets (from original CAF grant application 2022)

	Total number of people reached through activities	Reach through digital engagement over three years	Estimated numbers of volunteers engaged	Activities (events workshops group training)
Total project reach	21252	316249	1940	1620

3. Evaluation findings

Table 2:
GHF Project targets by impact area (from original CAF grant application 2022)

Climate	<p>Supporting Frome citizens to make appropriate contribution to reduce carbon emissions towards net-zero - an estimated 48,947 tonnes CO₂e annually. Our partnership makes a significant contribution towards it:</p> <ul style="list-style-type: none"> • We are able to attach informed estimates for carbon savings to approximately 30% of our work (parts of Healthy Homes, Cycle Together, Choosing Wisely, PlasticFree.Period.)- a total of 1,229 tonnes • Further cumulative carbon reductions resulting from activities we cannot yet quantify and activities supporting community behavioural change. In particular, those resulting from lifestyle advice, Green Community Connectors training and initiatives emerging from Future Shed, which remain beyond quantification given resources available.
Health	<p>Improved health and wellbeing across the community.</p> <ul style="list-style-type: none"> • Frome Medical Practice will track health improvements across a variety of health indicators as well as cost savings to the NHS and we expect to see above average improvements (compared to national outcomes). • We will measure wellbeing outcomes through the ONS4 survey which enables us to compare it to national populations
Community	<p>A strong community leads on actions that address the climate, health and social equity and can provide relief for the cost of living crisis.</p> <ul style="list-style-type: none"> • Over 10% of our population in Frome actively engaged in building a Green & Healthy Town - through Future Shed and Green Community Connectors. • Cost saving co-benefit of approximately £504,624 in total enables people to make long-term climate & health behaviour changes and helps with the cost of living
Systemic impacts	<p>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.</p> <ul style="list-style-type: none"> • A positive social return on investment - including carbon savings, cost savings to the NHS and community outcomes - helps attract resources to community-led, partnership based work on the climate / health / money co-benefit. • Working & learning with 106 places / partnerships across the UK

The impact areas identified in the bid overlap with the Benefit categories identified by CAF's learning partners²⁰:

- Community - benefits related to the social wellbeing of people.

- Economic - benefits related to the distribution of resources and wealth in a community.

- Environmental - benefits related to environmental quality and conservation of natural resources.

- Health - benefits related to the physical and mental wellbeing of community members.

²⁰ARUP Benefits of Community-led Climate Action Summary Report RQ1 RPT 001

3. Evaluation findings

Overall, we have been able to identify with reasonable confidence the project impact according to the parameters set in the bid as follows:

27,058 individual direct engagements with the project in Frome

TARGET: 21,252

This number counted across all workstreams equates to 82% of the estimated population of Frome, however, the project did not track individuals so it is highly likely that there is duplication.

218,870 digital engagements with the project

TARGET: 316,249

Digital reach was tracked from the 3rd quarter of Year 1 onwards.

Of the original target of 1,229 tonnes of CO₂e, we were able to retrospectively demonstrate that at least 770.8 tonnes were saved

Carbon emissions savings figures were initially intended to be derived from 4 workstreams: Healthy homes, Cycle together, Choosing Wisely and PlasticFree.Period. We looked for savings across all workstreams and included them where they could be identified. Many savings could not be calculated due to lack of valid reference values, monitoring mechanisms not being set up, or the absence of baseline values.

Against the original target of £504,624, we were able to retrospectively demonstrate at least £1,113,800 in financial savings

Financial savings were initially intended to be calculated through SROI and as direct savings to the NHS at FMP. Wherever possible we have calculated financial savings as co-benefits across all workstreams, so these figures are derived from Healthy Homes, Choosing Wisely, PlasticFree.Period., Future Shed, Cycle Together, Retrofit and Renewables. Many savings could not be calculated due to a lack of valid reference values, monitoring mechanisms not being set up, or a lack of tracking to enable identification of before and after values. This means that the total savings figure is underestimated, likely significantly.

Looking at specific workstreams, GHF's impact was found to be as follows:

3.2.5.2.1. Healthy Homes, Retrofit and Renewables

60 tonnes CO₂e savings were identified from Healthy Homes and Retrofit activities, alongside £417,972 financial savings (double their target in the bid). These achievements were counted only if energy saving measures had been confirmed as installed, with year-on-year savings only counted within the lifetime of the project, so the residents supported will continue to benefit from ongoing savings. Since much of the Renewables work is focused on larger-scale or town-wide projects, it was not included in these figures.

Climate, health and community impacts were achieved through changes resulting from activities in this workstream:

- i.** Home visits, assessments, installations of measures and retrofits for Frome residents
- ii.** Advice and support from FTC expert staff and CSE, and 165 people taking action by signing up to the Fairer Warmth app, to take ownership of tracking cost-saving and climate-supporting measures
- iii.** Grants awarded to help with bills, and the installation of measures and retrofits
- iv.** Open advice sessions and trained energy champions as well as internal expertise at FTC mean that Frome residents have multiple points of access to free energy advice, healthy home champion home visits, winter warmth packs and grants
- v.** FMP and FTC collaborate to target information on available healthy homes services towards patients with specific needs / vulnerabilities, and through the project FTC have identified the most effective approaches and locations to offer support to residents

3. Evaluation findings

vi. Increased awareness about energy efficiency and savings, with uptake of energy advice from FTC staff and volunteers continuing to increase at the time of the evaluation and a four-fold increase in people proactively contacting CSE for energy support since the beginning of the project

vii. FTC has established functional partnerships with FRECo and CSE.

These impacts are the results at systems level:

- An informal network of highly aware residents, connected to support from FTC home energy, home health, retrofit and renewables experts
- FTC has a resident group of experts able to support and advise residents on many aspects of climate resilience in a hyper-local context
- People in the community seek – and get – advice and support from the local council to make their homes healthier and more climate-resilient
- FTC and FMP have a stronger relationship that supports future efforts to improve the health and lives of residents
- Three former GHF postholders have moved into new roles with opportunities to influence planning in Frome (one role) and home energy policy and practice beyond Frome at county level.

3.2.5.2.2. Cycle Together

Dedicated volunteers at FCBP completed 356 hours of work where the project had anticipated 156. It was possible to identify 295 tonnes CO₂e saved, with 91 tonnes CO₂e calculated from within the project (miles cycled on group rides and eBike hires), and a further 204 tonnes CO₂e calculated from bikes refurbished, repaired or serviced by FCBP during the project period. It was not possible to calculate year-on-year carbon savings from people choosing to cycle instead of drive after engaging with the project. A conservative estimate based on every participant undertaking an equal distance on a similar bike, would put the total saving at 590 tonnes CO₂e per year.

While the Cycle Together workstream did not have a financial savings target, we identified £11,800 of financial savings relating to bike riding compared with an equal distance in a conventionally-fuelled car, solely relating to the rides within the project period. This suggests the actual financial savings to Cycle Together participants are likely significantly higher.

Climate, health and community impacts were achieved through changes resulting from activities in this workstream:

i. EBike hire and use resulted in an overall increase in health and wellbeing for participants:

Firstly thank you for the wonderful opportunity you have given local people through this scheme. I have been enabled to travel further and without draining my energy during treatment. I will certainly be looking at purchasing an E-bike on the strength of this loan.

ii. Cycle training (adapted to Book a Buddy) and group rides increased confidence and cycling uptake:

This is indeed a well thought out community project. Boosts confidence. Better way to know about bicycles, safety, riding and maintenance wise. Good for mental and physical health and social skills. Thank you for organising such a fun event to keep family fit, out and about.

iii. FCBP is stronger as a CIC and appointed new directors in December 25 / January 26. It has developed a new framework and organisation of workstreams with strategic clarity including new offers (reconditioned bikes for sale) and confidence to apply for other sources of funding.

iv. FCBP secured Bikeability²¹ accredited provider status and Frome training is rolling out from April 2026.

v. Core GHF services (book a buddy, eBike loan and hire) are set to continue beyond the end of the funded project.

²¹<https://www.bikeability.org.uk>

3. Evaluation findings

These impacts are the results at systems level:

- Surveys by FCBP identified a range of systemic reasons apart from the availability of bicycles, e-bikes and education that stop people riding bikes instead of driving in Frome, namely hills(!), a lack of marked and mapped family-friendly routes, heavy lorries and other traffic making routes for common journeys e.g. school commutes, unsafe. This enabled the new partnership with GWR for eCargo bike rental, to respond directly to need and indicates positive developments towards integrated transport systems in Frome.
- Clear integration of cycling into Safer Streets infrastructure improvements in Frome.

There are opportunities for greater impact at systems level in the future:

- The LCWIP is unchanged since 2023 <https://www.frometowncouncil.gov.uk/our-community/our-sustainability-work/sustainable-transport/local-cycling-and-walking-infrastructure-plan/> – but Active Travel is not featured explicitly in 2026/27 budget/workplan. In future active travel should be considered a key component - there are opportunities to develop this as part of a future partnership between local government, health, education and small business.
- Safer streets are here to stay <https://www.frometowncouncil.gov.uk/our-community/our-sustainability-work/sustainable-transport/school-streets/> with clear provision for cycling in Frome: there is scope to emphasise the climate and health co-benefits of lower pollution and cleaner air.
- The project did not take a baseline measure of cycling incidence so it was not possible to measure a visible uptake.

1. A transport survey could be commissioned to support future plans and monitoring of change.

2. Air quality could be used to identify impact at a very local level – national records are maintained at postcode level which is inadequately specific to attribute any changes.

3.2.5.2.3. Choosing Wisely

Quantifying the impact of the multiple sub-projects within the Choosing Wisely workstream in terms of carbon and financial savings relied on extensive work to identify appropriate reference values. GHF enabled a number of additional projects within the Choosing Wisely workstream, including supplement deprescribing and work in care homes, where data were not ready at the time of the final evaluation so were not included in the impacts and savings in this report. As with other workstreams, the numbers here are therefore likely a significant underestimate of achievements.

With reasonable confidence we identified £423,872 in financial savings and at least 277 tonnes CO₂e saved within the lifetime of the project, however this does not include other important areas where savings were made and will continue to be made, beyond GHF. For example, ongoing savings to the NHS were calculated for patients seen as part of the Show Me Your Meds work to be £830.29 per month solely in medication costs. The Bloods work demonstrates that staff time can be reallocated for other work when patients' treatment programmes are adapted to reduce the frequency of in-person attendances at FMP. In this sub-project, £124,454 savings were identified in staff costs alone, with accompanying savings for patients (reduced travel, greater convenience) and FMP (reduced clinical materials and disposables, reduced waste). Embedding the changes made during the project in future practice and policy will continue to deliver savings compared with previous practice.

Demonstrating the value of learning through project activities, it was also found that drug price fluctuations affected results – the savings for the B12 work were lower than expected partly due to oral medication being more expensive than previously.

3. Evaluation findings

Carbon and Financial Savings from Choosing Wisely activities

Reference values for carbon and financial savings from sub-projects in the Choosing Wisely workstream were identified and used to calculate estimated savings:

Project	Type of saving	saving	source of reference values	confidence
Only order what you need (2024-26)	Preventing unrequired repeat prescriptions	125 tonnes CO ₂ e £273,130	NHSBSA published data	high
Show Me Your Meds	Addressing / preventing stockpiled and unrequired medication	9 tonnes CO ₂ e £19,865	NHSBSA published data, NHS Drug Tariff Yew Maker Classifier Paper ²²	high
B12	Switch from injection to tablet form	100 kg CO ₂ e £1,099	PSSRU unit cost of healthcare 2024 DEFRA travel value for average patient in average vehicle	reasonable
Blood appointments	Reducing blood appointments at FMP	10 tonnes CO ₂ e (£124,454 saving in staff time)	PSSRU unit cost of healthcare 2024 DEFRA travel value for average patient in average vehicle	reasonable
LABA and SABA inhalers	Switch to reduced carbon inhalers	131 tonnes CO ₂ e	Open prescribing data	high
Pain medication deprescribing Year 2-3	Drug use discontinued	30 patients	Clinical records	reasonable
Pain medication deprescribing Year 2-3	Drug use reduced	50 patients	Clinical records	reasonable
Satellite deprescribing work in Year 3	Unnecessary prescriptions discontinued	2.4 tonnes CO ₂ e £5,323	Clinical and pharmacy records	reasonable

²²<https://www.yewmaker.com/mcf-classifier>

3. Evaluation findings

Climate, health and community impacts were achieved through changes resulting from activities in this workstream:

- i.** All patients attending FMP in person were exposed to GHF climate & health messages on health centre VDUs.
- ii.** Multiple patients were linked with Green & Healthy lifestyle interventions through signposting and referrals to health connections.
- iii.** Deprescribing sub-projects led to satellite deprescribing initiatives achieving health and climate co-benefits across additional clinical areas.
- iv.** Respiratory disease was addressed with a whole-person approach (medical intervention plus advice re. Healthy Homes support).

These impacts are the results at systems level:

- Developing a policy, practice and culture of non-medicated / de-medicated care and signposting towards support for lifestyle change
- Deprescribing mainstreamed into practice culture and clinician behaviour
- Co-benefits of cleaner air and reduced CO₂e due to fewer visits to the medical centre by car for routine reasons. For B12 injections, an estimated 11 in 12 visits were eliminated and there was an additional sustained reduction in visits due to a systematic switch to local blood testing.
- Modelling healthcare changes with sustainability, climate and financial co-benefits and influencing other Somerset practices and practice leading to policy changes throughout the wider NHS.

There are opportunities for greater impact at systems level in the future:

- There were opportunities to set up initiatives within the project to achieve more co-benefits, for example cycle groups for FMP patients, or linking social prescribing to Future Shed activities.

3.2.5.2.4. Green Community Connectors

Green Community Connectors was intended to engage 1030 people and in fact achieved an engagement figure of 2116, demonstrating the cross-cutting and dynamic nature of the work which extended to podcasts! Of note is that 700 people attended Green Connector workshops, including 400 FMP staff, contributing to the change in attitudes to climate and health identified through staff surveys.

Climate, health and community impacts were achieved through changes resulting from activities in this workstream:

- i.** Individual staff reported changes in their knowledge of and attitudes to the climate and how their actions have effects.
- ii.** Uptake of 'green initiatives' in the Medical Centre building, alongside communications via exhibitions and VDUs publicised the connections between human and planetary wellbeing.
- iii.** Presence of staff garden / allotment, composting, solarisation of the roof, talks and network meetings in the café and meeting rooms contributed to modelling and communicating the message that human health and wellbeing is interconnected with community, nature, climate and planetary health.
- iv.** Sustainability increasingly seen as everyone's responsibility, not the responsibility of a sustainability team or champion.

These impacts are the results at systems level:

- Attitude change – it is accepted that there is a strong connection between human and climate health and this contributes to the overall care philosophy as well as practice and policy.
- FMP is seen by many as a key community player, participating in community events, volunteering, hosting talks and events not just for the medical community but for Frome.

3. Evaluation findings

- The promotion of healthy food, local food, exercise and social/community prescribing by the medical centre has co-benefits in terms of the activities required in other parts of Frome Town's systems, creating a virtuous cycle, for example FTC's rangers support the upkeep of nature spaces and riverside walkways/ cycleways; the community has come together around the River Project drawing attention to care of nature spaces, so more people use them for recreation and there is an expectation that they are used and will be respected and cared for as a community resource.
- An informal network of highly aware residents, making the connection between human and planetary health in their communities.

3.2.5.2.5. PlasticFree.Period.

Plastic Free. Period. did not have an engagement target but reached 1579 people across the project lifetime. If all the period packs handed out during the project were used for the menstrual life of the users, the carbon savings compared with disposable plastic-free products would be 15.6 tonnes CO₂e and the accompanying financial saving would be £252,640. These figures do not include any savings related to use of the vouchers and discounts on plastic-free period products, negotiated as part of GHF and still in place.

Climate, health and community impacts were achieved through changes resulting from activities in this workstream:

- i. Presentations, workshops and focus group discussions in schools facilitated changed behaviour and 'ambassador' activities amongst participants:

"... previously I would use the more plasticky options, just because they're more convenient - but then I found out in the talk that actually some of the more sustainable options last longer and you don't have to change them out as frequently, so it's even more convenient to use the sustainable ones."

"It has opened us up a lot to understanding more about it - more than just the environmental side."

"I went home and talked to my mum about it so there was a conversation there that just made me a lot more comfortable talking about it..."

"... after I came home, I spoke to my mum about it and she was like, 'you need to talk to her' - my little sister - 'about that as well'."

- ii. There were requests from schools for repeat presentations and changes in response to feedback, for example expanding to include boys and young men in information sessions
- iii. Free packs given to Year 8 & 9 menstruators (age 12-14), with crowdfunding and individual fundraising to maintain provision, and ongoing promotion of switching by FMP and FTC.

These impacts are the results at systems level:

- An informal network of informed young people (and supportive adults) who are able to discuss menstrual health knowledgeably and share access to resources with their families and communities
- Effective collaboration for health, wellbeing, climate and financial savings between FMP, FTC, education and local business partners.

There are opportunities for greater impact at systems level in the future:

- Build on efforts to fund menarche packs and education workshops through community funding, while maintaining light-touch support of the partnership between FTC, FMP and schools.
- Connect Plastic Free. Period. with the work of the youth climate action group to better engage young people with practical climate actions.

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3.2.5.2.6. Future Shed

Future Shed was intended to engage Frome residents with a target of 5,895 people, however over 11,000 people attended Future Shed events and 300 people received coaching and skills development. There were no carbon or financial savings targets for the workstream but a total of 122 tonnes of CO₂e were identified from selected activities where calculations were possible, and at least £7,500 saved due to seed swaps alone, although many more activities made financial savings, aligning with the project's stated aim to support Frome residents with the cost of living.

Climate, health and community impacts were achieved through changes resulting from activities in this workstream:

- i. Future Shed enabled the Frome community to take action in areas that are important to them. Initial ideas for activities were drawn from an online board which everyone had the opportunity to contribute to and vote on during the development phase.²³
- ii. The networks continue to host regular meetups sustaining the communities around specific areas of action, and making new plans.
- iii. The networks showcased an inclusive family-friendly operating model; many network leads had young children who attended with them, and events were characterised by intergenerational learning and skills and knowledge sharing through activities such as seed sorting, planting and mending.
- iv. Edventure course design adapted to respond to the needs of the Future Shed and other climate and health initiatives in the form of Comms for Change which was fully subscribed for both courses in Years 2 and 3 of GHF.
- v. Comms for Change boosted other initiatives that Edventure hosts in the health >< climate >< community nexus; specifically amplifying comms for GHF and a campaign for the Community Fridge.

These impacts are the results at systems level:

- The specific activities of the residencies provided repeated easy, people-friendly, positive and inclusive opportunities to try out new climate and health-friendly behaviours in community with encouragement, support and joy. This aligns with research demonstrating that these factors maximise learning and the likelihood that new behaviours will be maintained.

“The impact of showing ways that communities can take action for the environment and climate – in a way that is rewarding and strengthens a sense of community agency – counteracts helplessness and should not be underestimated”

- Although the focus areas of networks selected for Future Shed residencies were based on community interests, they addressed priority areas of climate concern and human survival: water systems, food systems, community cohesion and waste, and functioned to incubate community movements, equipping and educating leads and members.
- The growth in capacity and confidence for network leads led to three of them securing employment where they make direct use of the experiential education gained through leading a network, and have further influence in systems supporting climate resilience and care of community environmental assets.
- The Seed Library increased awareness and understanding of seed sovereignty in Frome, and new seed libraries have been established in Trowbridge and Bruton.
- The Seed Library events contributed to building a community asset which lays the foundation for future hyperlocal community-owned crop production. This could also lead to future financial and CO₂e savings on food and food miles as well as sustaining human health and nutrition in the case of edibles and plants with medicinal properties.

²³<https://app.yrpri.org/group/4935>

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- The River Vision Project's efforts (led by Frome Families for the Future) increased community awareness and care for the River Frome, and have influenced decisions by Frome Town Council to invest in land for community use, gained support from the local MP and contributed to the establishment of a river guardianship initiative led by the Bristol Avon Rivers Trust, including community volunteers monitoring water quality.
- It is anticipated that the River Vision Project will help to provide evidence that supports raising the agenda of MOTH Rights²⁴ to policy level in county and regional governance.
- Everyone Needs Pockets ran local events and made Frome the first market town to host Sustainable Fashion Week²⁵, repeated annually throughout GHF. Textiles mending groups have been established in two Wiltshire towns and Weston Super Mare, led by people inspired by attending similar events in Frome.
- Everyone Needs Pockets public mending events demonstrated that visibility and modelling behaviour contributes to long-term behaviour change, as shown by a passer-by's comment at a Mend in Public day in Westway Shopping Centre:

"The last time I saw the stitch it don't ditch it here, I decided I was going to never buy any new clothes and I will mend my own."

- Canteen has contributed learning to the communal eating movement in the UK and done much to close the gap between local food producers and the Frome community with its focus on using hyperlocal and surplus food, and zero food waste.
- The latest residency, the Youth Climate Action Group incubates a group of local youth climate activists supporting the project's aim to engage intergenerationally across Frome for future impact. In 10 months, the group recruited a core of 10 young people with an additional

14 attending one-off sessions, to participate in nature connection, litter picks, building a piece of public art, and a public campaign including a parade, distributing action flyers, a film screening and panel discussion with 109 attendees, and a public exhibition at the GHF Pop-up Imaginarium.

- Uplift funding enabled the Rural Changemakers project which worked with 6 people from the communities of Midsomer Norton, Farrington Gurney, Chippenham, Stalbridge and Timsbury, to explore how Future Shed's ways of working to build community around climate and health could most usefully be shared for future use by other rural towns, villages and parishes. These working sessions generated a set of resources including guidance, links and audio conversations exploring relevant themes, topics and practical support, which continue to be available on GHF and Edventure's websites.
- An emerging new role is being explored for Sustainable Frome as a host body both for current networks and future community led and owned initiatives that address local priorities in the climate >< health >< community nexus.

There are opportunities for greater impact at systems level in the future:

- Of great importance to Future Shed network leads was the forum provided to come together, be supported and support each other, and this was a key success indicator for the networks, as well as providing opportunities for knowledge sharing, cross-pollination of ideas and network expansion across systems. This should be included in the design of any future iteration of Future Shed.
- To shift the perception of supporting community-led and sponsored climate action from a 'nice to have' to 'of critical importance', it would have been worthwhile to attempt to quantify the carbon and financial savings through planned prospective monitoring and evaluation.

²⁴MOTH = More Than Human, see <https://ecojurisprudence.org/initiatives/frome-river-and-rod-den-meadow/>

²⁵For SFW Impact Report, see <https://www.sustainablefashionweek.uk/sfw-2025>

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Carbon and Financial Savings from Future Shed Activities

Reference values for carbon and financial savings from activities in the Seed Library, Everyone Needs Pockets and Canteen residencies were identified and used to calculate examples of estimated savings:

Residency	Type of saving	saving	source of reference values	confidence
Everyone Needs Pockets	Garments / textiles repaired not replaced	8,963.5 kgCO ₂ e	WRAP ²⁶	reasonable
Frome Wardrobe Collective	Garments swapped not bought new	111,255.5 kgCO ₂ e	WRAP ²⁷	reasonable
Seed Library	Packets of seeds swapped not bought	£7,500.00	Average shop price of packaged seeds	reasonable
Canteen	Food waste to compost not landfill	600 kgCO ₂ e	WRAP ²⁸ and Kitche ²⁹	reasonable
Canteen	Hyperlocal food with ≈ zero food miles	1,764 kgCO ₂ e	Food Miles ³⁰ and My Emissions ³¹	low

3.2.5.2.7. Beyond Frome

Beyond Frome was focused on achieving engagement outside Frome with targets of 2230 people, 106 places and 65 Somerset Medical Practices. In all, the workstream engaged with 3500 people and 130 organisations. 58 delegates attended FMP's Green Impact Conference and staff from other Somerset Medical Practices attended other project events.

Climate, health and community impacts were achieved through changes resulting from activities in this workstream, and from work on toolkits, mentoring and learning events. Some of these impacts are likely to have results at systems level but quantifying them would be speculative as they are outside Frome and beyond the timeline of this evaluation.

- i. Over the course of the project, external institutions such as councils and medical practices have looked to Frome for inspiration based on the way GHF has integrated climate / sustainability with health and community.
- ii. People and organisational representatives attended project events such as FMP's Green Impact Conference 2024 and the GHF Conference 2025 from all local counties (Wiltshire, Dorset, Devon) as well as further afield.

- iii. Project representatives have spoken at multiple national events and conferences, sharing learning and inspiration from the project.

²⁶WRAP (2025) Displacement Rates Untangled

²⁷ibid.

²⁸<https://www.wrap.ngo/media-centre/press-releases/household-food-waste-levels-threaten-uks-carbon-reduction-ambitions>

²⁹<https://kitche.co/impact/>

³⁰<https://foodmiles.com>

³¹<https://myemissions.co>

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iv. The vast majority of project staff who gained new jobs during the project are still working in areas relating to sustainability where they can use knowledge and skills gained from GHF.

v. FMP has won national awards for work done as part of - or aligned with - GHF, as has the OpenStoryTellers film commissioned by the Storytelling workstream.

vi. Edventure implemented Rural Changemakers, an uplift project in the final months of the project to expand the scale and reach of learning from Future Shed and seed similar community initiatives in market towns and small communities in the South West. The project worked with a group of community activators to develop guidance that facilitates action and amplifies impact.

vii. GHF's unique project structure and position has garnered interest from CAF's learning partner ARUP and learning including this evaluation is expected to be used to support other projects and places in future.

viii. The project and specifically the innovative structure of Future Shed residencies as an incubator for community-led action is a key reason why the Civic Imaginary Partnership selected Frome for their place-based research.

ix. Since de-restricting downloads, the number of toolkit downloads from the GHF website has increased dramatically, suggesting that learning from the project is keenly sought-after by other communities and places.

3.2.5.2.8. Storytelling

The Storytelling (communications) workstream was intended to be part of the overall project support function; it was not expected that direct impacts would be achieved but that communications would support the project achieving its ambitious engagement targets and amplify reach. The engagement target of 50% of Frome's population was significantly exceeded with the figure identified being 82% of the 2026 population (33,000 people).

However progress towards the target of '75% of people in Frome seeing a strong connection between looking after their health and the planet.' could not be measured due to the issues encountered in applying a survey tool.

Storytelling workstream activity was held back by factors identified in the sections above, i.e. persistent obstacles to integrated communications across the partnership; staff turnover; delayed communications strategy development and launch. The results that emerged from the fast-iteration and launch of an effective communications strategy complete with a suite of design assets and a well-structured website oriented according to user interests are testament to the resourcefulness of the postholder.

i. Impact was primarily achieved by clarifying the marketing messages around the three areas of Planet, Pocket and Health, and by developing meaningful user personas to understand what people in Frome would want from the project.

ii. While some key informants praised the new website for its fun accessible design, use of a local illustrator and clear simple structure, others criticised its colourful cartoon-style illustrations for inadequately reflecting the seriousness and complexity of climate and health action. Given the pressure of time, we consider the decision to go ahead with the rebrand without extensive consultation to be the right one, and note the supporting evidence of a dramatic increase since the launch, of both website traffic and social media reach (upwards of 70,000 individuals in Year 3) and resource downloads (in Year 3, 40 times that of the previous two years put together).

iii. The delayed start to effective communications meant that some activity streams simply could not catch up, for example fewer community films were made than planned. Nevertheless, this did not lead to compromise in commissioning high-quality communications materials; the funding was reallocated to support professionally-made films featuring community stakeholders including disabled artists.

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iv. The Storytelling workstream 'told the story' in delivery as well as messaging by exemplifying GHF values, for example the EDI policy was embodied in the equal way that OpenStoryTellers artists were paid for their work.

v. Storytelling capitalised on opportunity throughout the project, culminating in hosting a pop-up shop in late March in the centre of Frome to celebrate the project and showcasing outputs and achievements.

3.2.5.3. Learning for the future: Impact

1. Impactful Storytelling requires strong and unequivocal support to integrated communications from the lead contacts in the main partners. An effective partnership agreement could include pre-agreements to support an integrated approach to communications respecting individual partner needs, obligations and preferences.

2. We note positive feedback and praise for the videos and photos on the website. There was appreciation of the true to life imagery (photographs and videos) and it may be that this would be more effective in reaching the audience for whom cartoons and illustrations lack gravitas.

3. Lessons from the successful work with OpenStoryTellers could be leveraged further across the project workstreams and future work, as they provide exemplars for including with people with learning differences.

4. Other initiatives that took place at the same time as GHF, for example Safer Streets and Active Travel, presented an opportunity for partners to evaluate other aspects of climate and health related work and capitalise on improvements, for example by measuring any improvements in air quality around schools, tracking respiratory related admissions at FMP / Frome Medical Centre, tracking investment in and uptake of public transport services, counting the number of bicycle groups using key routes, etc. and sharing information about this with the Evaluation and Storytelling functions. In the future, it could be valuable to map unconnected but related projects or initiatives and identify key indicators to track, to gain a more complete picture of the climate, health and community intersections and support identification of overall improvements.

3.2.5.4. Recommendations

7. Choosing metrics to evaluate change

- Since it is vital that projects like GHF are able to present demonstrable change, it is essential that appropriate metrics are identified for activities at the point where they are introduced, and ongoing measurement of progress against relevant indicators takes place. Future projects **must** embed the identification and calculation of relevant selected indicators within a robust monitoring and evaluation framework.

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3.2.6. Sustainability (EQ6)

To what extent are the outcomes of the project likely to be sustained?

In answering this EQ, we focused on the positive outcomes which are most likely to be sustained and the specific activities which will be continued by some or all of the three main GHF project partners. Since the evaluation took place during the final six months of the project, this section has been somewhat iterative as plans are still taking shape and new ideas are formulated, resources required being identified and concepts tested.

3.2.6.1. Summary

GHF in its current format will close at the end of March 2026, however we note that several important activities within separate workstreams are likely to be sustained and will continue to have positive impact beyond the funded period, such as Frome Town Council's commitment to offering energy advice (energy efficiency, retrofit and renewables) which is built into the proposed annual budget. Frome Medical Practice has already closed the Green Community Connectors workstream, having integrated many changes into 'business as usual' and embedded into practice deprescribing and non-pharmaceutical options such as health coaching and nature prescribing. This work is either demonstrably cost-saving, or will be funded by existing budgets, with FTC aiming for a hybrid of precept and additional funding to sustain and scale the work begun through GHF.

The Frome Community Bike Project (FCBP) has been substantially strengthened by involvement as a delivery partner for GHF project across 2023-26, and as such is expected to sustain several lines of activity in addition to those that fell under Cycle Together.

At the time of writing, PlasticFree.Period. information and guidance, including discount codes and local stockists, is available on both FMP and FTC websites, with oversight of schools visits provided by a named FTC contact.

We understand that the Storytelling and Beyond Frome workstreams will be re-absorbed within the three main partners' communications teams and undertaken separately.

In general the Future Shed's residencies will not continue in their current form beyond 31 March 2026, however Edventure is part of a partnership bid to deliver Future Shed across Somerset, and an uplift grant from CAF funded a project called Rural Changemakers which entailed five workshops and the development of resources to explore how Future Shed's ways of working in community building around climate and health could best be shared for future use by other rural towns, villages and parishes. While none of the projects incubated through the residencies have yet converted into sustainable alternative formats (CiCs, charities, start-ups, limited companies...), several GHF stakeholders interviewed during the final evaluation suggested that there is an opportunity and a perceived need to incubate new businesses focused on climate and health and to continue to support social entrepreneurs (as Edventure does with Somerset Council funding).

As social entrepreneurship is not necessarily the right format for sustaining grassroots community action, a range of models could be explored or adapted to sustain networks in future. We note the context of the winding up of Local Enterprise Partnerships, passing the responsibility for supporting new enterprises from the UK government to local authorities through Mayoral Authorities which may offer new opportunities for FTC to engage and/or offer support. In the absence of a single model of formal organisation that works for all, the Residency Leads have each begun the transition to a model for their network that is appropriate and sustainable by them on a voluntary basis until they have identified a suitable future structure. There remains a role for an umbrella organisation or body to incubate climate and health focused networks and projects that are not yet at the stage of considering formalising, but need coaching, guidance and small amounts of funding to activate, pilot and embed positive behavioural changes in the Frome community.

³²<https://www.england.nhs.uk/greenernhs/>

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Sustaining climate and health related activities such as GHF is also dependent on other significant external factors such as the prevailing political sentiment and the state of the economy, and while the wider national political context for climate related activities appears somewhat fragile, the short term outlook for climate and health related activities in Frome is positive and efforts appear likely to be sustained for the next 12 months at least. Frome Town Council may appear to be one step removed from the influence of climate sceptics and detractors owing to near-complete IFF councillor (Independents For Frome) majority on the council and IFF and FTC's commitment to prioritising climate and health and achieving net zero by 2030. However, there is no national policy on healthy homes and in this void, climate sceptics and lobbyists have influence at policy level. The local picture may also change in 2026 following local elections and learning from GHF about adopting a nuanced approach (for example the focus on planet, pocket and health) when working towards climate priorities will serve FTC well, specifically in terms of promoting climate wins as co-benefits of health and financial gains.

The financial sustainability of climate and health projects is an important consideration: it is possible but not clear whether insisting on a cost-recovery model for certain project activities would have helped them to become independently stable prior to the end of the project, potentially securing their sustainability beyond it. A key learning from GHF is that access to entrepreneurship support - including operational, financial and tax advice appropriate to small businesses and associations - is essential to help promising projects move towards sustainability. In the future, a broader range of models for sustainability and additional partnerships beyond business mentoring and entrepreneurship education may be required to establish entities that can be reliably sustained beyond the end of a funded project. Partners might include an ethical bank or credit provider amenable to supporting small businesses and providing some financial advice (for example Co-Operative or Triodos) or organisations such as the Federation of Small Businesses for legal and operational advice.

3.2.6.2. Detailed findings

- 1.** The evidence from documents reviewed and KIs suggests that the core activities of GHF's Cycle Together workstream will be sustained by FCBP. FCBP has refined its strategic objectives and recruited four new directors to the board of the CIC (November 2025), it has some cash reserves and reasonable income streams through non-Cycle Together activities including sales and servicing. It is well placed to expand services (e.g. Bikeability) with a solid 30-strong volunteer base who can sustain and expand activities.
- 2.** The evidence from documents reviewed and KIs suggests that the core activities of the Healthy Homes workstream are likely to be sustained by FTC and although some re-organisation is likely to take account of funding constraints, there is a sustained interest in energy advice from individuals in Frome and this continues to be an important priority for FTC as it pursues climate related goals including net zero. We understand that FTC's partnership with FMP will continue to connect housing and health, and that the partnership with CSE will be part of future service delivery in this area.
- 3.** The evidence from documents reviewed and KIs suggests that activities undertaken as part of Choosing Wisely and Green Connectors have largely been absorbed into policy and practice within FMP. We note FMP has commitments and obligations in line with NHS England's nationwide Greener NHS³² initiative, and continues to be viewed as a beacon of practice in sustainability. For change to be sustained long-term, it will be critical to ensure that changes in practice are embedded in policy and performance expectations, and at reporting level to underline the connections between all sustainability and climate work with both tangible positive health outcomes and significant efficiency and cost savings.
- 4.** We understand that GHF assets including the GHF website and storytelling videos, associated toolkits, learning papers and resources and this evaluation will be kept available online, hosted and maintained by Edventure (or if unable, FTC) for at least one year. Assets will be shared across the websites of the partners as appropriate.

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5. We understand that Future Shed will be wound up on 31 March 2026. Since each of the networks is quite different, there are different plans for the future:

1. Seed Library: Light-touch maintenance of the Seed Library itself and a new website. No planned events until further funding is identified.

2. Everyone Needs Pockets: Continuing activities and events run by the group, as expansion has meant there are many capable volunteers. Looking to establish a steering group with a funded admin post.

3. Canteen: Frome Food Network will continue to meet regularly. Canteen likely to iterate, adjusting operations to mitigate challenges (e.g. financial stress, venue preparation time) while building on advantages (seasonal abundance, collaborations with community groups, support from local restaurateurs).

4. River Vision Project: Frome Families for the Future will run another River Festival in June 2026. The group is looking to pursue other member priorities such as sustainability in schools.

5. Youth Climate Action Group: The artwork created by the group will be installed in the community barn at Heal Rewilding along with campaign images and information so more visitors can engage and for the work to have an ongoing impact. The group will continue to meet monthly across the summer of 2026 supported by Hot Poets and is looking to submit a funding bid for a further 18 months of supported activity beyond that.

6. The Future Shed workstream lead and a Project Advisory Group member are currently working with Sustainable Frome on a new model of 'home' for community and climate work in Frome, which will continue to provide the critical enabler that Future Shed offered to residencies: a mutually supportive network fostering collaboration and partnership.

7. Within the Rural Changemakers project, Edventure invited six people who are active in their communities at various scales, to come together from towns and parishes around Frome of varying sizes and contexts: Midsomer Norton, Farrington Gurney, Chippenham, Stalbridge and Timsbury. The resources built from this research include a set of audio conversations exploring the themes, topics and practical support relevant to these kinds of communities. There is also a guidance PDF of connected links focused for rural changemakers. These resources will be available both at the Green and Healthy Frome and Edventure's websites. Edventure will continue to share these resources as a social enterprise focused on community learning into the coming years.

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3.2.6.3. Learning for the future

1. A clear plan for preserving and hosting the project's digital assets after the project's conclusion emerged only in the final quarter of the project when it became an urgent priority. In the future, clarity on where digital assets such as website/s, toolkits and videos will be hosted and how they will be made available should be established much earlier in the project lifecycle.

2. A key learning from Future Shed is the importance of providing early support to help promising projects identify a model for future sustainability. While this does not necessarily guarantee that networks will formalise, some of the additional connections that might be needed would support a range of activities from movement-building to ethical banking.

3. Strategic partnerships such as FTC's sub-contracts carry risks but demonstrate the value of sharing risks and in the case of FCBP, providing support and scaffolding to fledgling social enterprises. In the future, more partnerships of this nature should be considered, and with care and sensitivity towards political agendas that may be viewed as controversial, this could extend to non-profit networks such as the Walk Wheel Cycle Trust (formerly Sustrans) where they align with strategic goals. Corporate partnerships that are environmentally and socially responsible should not be excluded where they can accelerate progress in reducing carbon and improving health, for example ethical and sustainable period product manufacturers sponsoring PlasticFree.Period. packs, public transport providers (bus and rail companies) promoting integrated walking/wheeling/cycling and public transport, cycle friendly access and secure bicycle parking at supermarkets and in retail areas, etc.

3.2.5.4. Recommendations

8. Preserving project assets – In future, a clear plan should be agreed as part of the project planning stage, for preserving and hosting valuable digital project assets accessibly beyond the end of the project. Assets include website and linked pages, videos, toolkits and learning papers.

9. The future of the Future Shed residencies – Future Shed has clearly demonstrated that community-led climate and health projects are most impactful when they are nurtured in a community with access to expertise. Having learned from GHF, the partners should consider how best to provide this support to maximise the future and sustained impact of these networks for Frome.

10. Enabling and convening climate and health action in Frome – In the context of differing political agendas and approaches with regard to the need for urgent climate action, and the operational and financial challenges facing community led social enterprises such as Edventure, FTC should reiterate the town council's vital role in ensuring progress towards local and national climate and health related goals, and FTC must maintain the current momentum by embedding future goals and commitments into workplans and budgets to ensure the progress to date is not de-railed or rolled back.

3.3. Thematic findings

This sub-section highlights additional evaluation findings grouped according to specific themes of interest:

- 1. Impact in the health >< climate >< community nexus**
- 2. Community participation and inclusion**
- 3. Partnership working and systems change**
- 4. Learning, legacy and future potential**
- 5. Beyond place-based influence**

Some of these findings are not wholly attributable to Green & Healthy Frome but nonetheless indicate where the project is in alignment with or supports other important initiatives, and demonstrate progress towards achieving longer term positive change. The appendices and GHF's learning insights also offer supplementary findings and perspectives.

3.3.1. Impact in the health, wellbeing, climate and community nexus

3.3.1.1. Summary

GHF set out to improve health and wellbeing across the community and to support Frome citizens to make an appropriate contribution to reduce carbon emissions towards net-zero. Evaluating health and wellbeing outcomes typically takes place over a much longer timeframe than three years, so taking into account the progress made during the 2-year development period, the evaluation data presented in this report is more indicative of a positive direction of travel than summative impact.

3.3.1.2. Reasons to be encouraged:

i. The cross-partnership work between FTC and FMP (Healthy Homes and PlasticFree. Period.) opens up future opportunities to work systemically to address underlying causes of poor health and ways in which the community can be supported to live more healthily in future.

ii. FMP is recognised nationally for its pioneering work including a nomination for GP practice of the year 2025; its reputation and ongoing commitment to involvement in green and healthy initiatives in Frome suggests that further progress will be made.

iii. FTC's successful implementation of the Safer Streets initiative in Frome in 2025 in partnership with Somerset Council and the Walk Wheel Cycle Trust, is in obvious alignment with GHF objectives and initial feedback indicates promising uptake by families walking and cycling to school, reducing traffic outside schools during school run times.

iv. FCBP's intended expansion of their eBike scheme in 2025/26, with the addition of electric cargo bikes available for rental from their site next to Frome railway station, plus a promising partnership between FCBP and GWR to promote active travel by bicycle targets health and climate related outcomes.

v. Future Shed residencies networks (Frome Food Network, Frome Families for the Future) and social enterprises and CICs (Sustainable Frome, Edventure) continue to actively engage the community and equip them towards climate action and leadership in the climate >< health space in Frome.

vi. At the time of the evaluation, independent retailers and market traders with a commitment to sustainability and human >< climate health continue to trade in Frome, indicating that there is a continued appetite, and a consumer base for products that facilitate a sustainable lifestyle.

3. Evaluation findings

3.3.1.3. Considerations for the future

i. A more systematic approach to tracking uptake of healthy living behaviours could enable progress towards goals to be measured more effectively. In the future, information sharing agreements between partners invested in impact at systems level will be critical to systematic tracking of impact on individuals' health.

ii. Aligning future climate and health focused projects with other similar projects and initiatives (for example the Our Future Health³³ initiative in partnership with the NHS) could increase the profile and reach of projects like GHF, and inform the development of consistent indicators.

iii. The partners could expand the Green Business directory³⁴ to include other sustainable businesses to support and promote climate and environmentally friendly consumerism.

iv. FTC could consider developing and/or making available additional simple tools or apps for individuals, households and businesses to easily calculate their carbon footprint and takes steps to reduce their carbon emissions, similar to the use of Fairer Warmth within the project.

3.3.2. Community participation and inclusion

3.3.2.1. Summary

The role of community led social enterprises such as Edventure in climate and health projects is essential and cannot be overstated. GHF reminds us that health providers such as FMP are often trusted by the community and as a result can legitimately and effectively promote activities and services which will benefit health, with climate and environmental co-benefits. FTC treads a more difficult path and is affected by the wider political climate which influences what it can and cannot effectively do, however in the project, FTC was a significant enabler of community participation and action.

There were deliberate efforts by GHF to engage individuals across socio-economic groups in Frome. The participation data available is limited and suggests this was partly achieved, but does not provide enough detail to identify representation from groups such as lower income households or farming communities. To be successful, climate and health initiatives need to genuinely reach and engage all socio-economic groups and cannot be allowed to be perceived as 'hobbies' or pursuits of the middle-class and wealthy; irrelevant for 'ordinary', 'poor' or 'working class' people, but without data on participants it is not clear how perspectives have been affected by the project.

The skew towards female leadership and participation in the project deserves comment. The main partner leads in the project were primarily female (FMP - two females, FTC Leader - female, although their GHF project lead contact is male, Edventure - two females), the project manager is female, the communications lead is female, and females led each workstream except Evaluation and Renewables. Although males held key roles within the main partners (Edventure's original bid lead and subsequent director; FTC's Climate Action Lead) they were in the minority. Several key informants questioned if GHF was sufficiently gender inclusive. Project engagements are not disaggregated by gender, but the imbalance was repeated at the November 2025 GHF conference where the male:female ratio of attendees was 1:3). Beyond the project, further research would be useful to identify whether this pattern of engagement is a wider societal trend in the UK for climate and health work, as this might help to identify the reasons. It seems vital that urgent steps are taken to ensure climate and health action actively engages everyone.

Research indicates that climate concern without a route to action can disproportionately invoke negative psychological effects, particularly in young people³⁵. Providing youth and the community with real opportunities to effect change offers a path to agency and resilience.

³³<https://ourfuturehealth.org.uk>

³⁴https://www.frometowncouncil.gov.uk/directory_item_category/green-business/

³⁵For example: <https://pmc.ncbi.nlm.nih.gov/articles/PMC9299447/pdf/JPC-57-1759.pdf>

3. Evaluation findings

3.3.2.2. Reasons to be encouraged:

i. FTC's communities and resilience teams have established effective ways of working and engaging at community level and appear to be respected by the community in Frome. The visible work of the Rangers to maintain a pleasant and clean environment and civic spaces would appear to contribute to the goodwill of many individuals in the community; the town hall is open and accessible, and FTC continues to actively support community initiatives such as Fair Frome and house the Community Fridge, demonstrating an effort to foster an inclusive environment.

ii. The local paper Frome Times and Frome FM Radio Station have been effective additional channels for communication enabling climate and health related messages to reach a wider audience.

iii. Future Shed has engaged with existing networks focused on climate and health activities and many of these networks will continue after GHF concludes, with those associated with the project continuing to reside in Frome and be active.

iv. The Youth Climate Action Network is in its infancy but is already providing opportunities, facilitated by project partners, for young people in Frome to raise their voices and take action based on the things that they care about most in the climate space.

3.3.2.3. Considerations for the future

i. In the future, integrating climate and health questions in FTC town surveys could support continued exposure to and alignment with climate and health related activities.

ii. Future project partners could include aligned interest entities and groups such as sports centres, sports and recreation clubs where health and appreciation / care of the outdoor environment are important.

iii. In the future, projects focusing on climate and health should consider how to achieve gender inclusion and facilitate equitable participation, to ensure that males are not sidelined or excluded from this important work.

iv. To expand on the positive impacts of the Youth Climate Action Network and Future Shed networks, continued support and scaffolding should be explored, with the aim of ensuring that communities and especially young people can have agency and voice, and develop greater resilience.

3.3.3. Partnership, systemic working and systems change

3.3.3.1. Summary

Working in partnership is challenging at the best of times, let alone in the context of political and economic uncertainty. Systems change is complex and requires a determined collective effort to move along what can be best described as a catalytic path to change, which begins with awareness and engagement. An easier option for funders, communities and institutions is to target linear, sequential change in separate domains, but this is unlikely to result in systems transformation. Similarly, there are limits to the impact that grassroots and community groups can achieve working alone, and CAF is to be applauded for funding a partnership which brings government and health institutions together with community networks.

Section 2 of this report highlights the catalytic path to change which suggests that climate and health related activities in Frome are at a fragile stage, with some still at awareness and engagement stage, and some moving towards organising and modelling transformed systems. The GHF partnership has demonstrated that greater things can be achieved by collaboration, however, given the declaration of a climate emergency and FTC's commitment to become net zero by 2030, we need to be moving faster. Boundary-spanning collaboration and co-working require sustained effort. It is easy, in the euphoria of winning a bid, to overlook the fact that energy levels will rise and fall over time, so it is critical to establish a robust agreement about ways of working that will help people to maintain accountability for collaborative behaviours throughout and beyond the project, and identify how to deal with unexpected events and disagreements.

3. Evaluation findings

GHF activities have supported people to move beyond awareness and are resulting in health benefits, carbon reductions and financial savings. Exemplar workstreams are notable because they have been able to quantify impact, but achievements that could not be measured numerically have been made through other workstreams too.

3.3.3.2. Reasons to be encouraged:

i. Courage shown by both GHF and CAF, to fund and run a complex project that tackles systemic issues with a systems-based approach.

ii. The achievements of the workstreams, that resulted in tangible reductions in carbon, financial savings and improved health and wellbeing.

iii. The partnership between FTC and FMP which addresses systemic issues relating to living conditions and health.

iv. Green and Healthy Frome modelled new collaborative relationships and behaviours and demonstrated that different ways of doing things together can be effective, inclusive and joyful.

3.3.3.3. Considerations for the future

i. In the future, an integrated approach to workstreams whereby two or more partners formally collaborate on specific areas could increase the opportunities for mutual learning, cross-pollination, and increase the likelihood of systemic change being achieved.

ii. In the future, similar projects could consider creating a dedicated project management unit to enable learning exchange, knowledge management and a more systematic approach to implementing and evaluating change.

iii. Partnership agreement templates could include prompts to support partners to identify the behavioural approaches that will characterise the partnership, facilitating constructive and collaborative co-working, and enabling accountability.

iv. Carefully expanding and increasing the number and diversity of partners who support, deliver and sustain climate and health related activities could increase the impact of such work and accelerate progress towards climate goals. These could include academic institutions, non-profit networks and institutions and with care, industry partners in the corporate sector where social and environmental impact priorities are shared.

3.3.4. Influence and learning beyond Place

3.3.4.1. Summary

Frome is a small market town of 30,000 people in Somerset close to the county borders of Bath and North East Somerset, Wiltshire and Dorset. The interest shown in GHF, together with wider media coverage of Frome, the profile and reputation of Frome Medical Practice, the current Independents for Frome majority on Frome Town Council, and the Civic Imaginaries Partnership's choice to research Frome all demonstrate, it is possible to have influence far beyond Frome itself.

The unusual nature of the project and the partnership has attracted attention far beyond Frome, across all the national regions in the UK including Scotland and Wales, and internationally (Poland, Italy, Norway, Switzerland, Senegal), and across sectors from community organisations and CICs, local and national government, local and national media, health, academia and The National Lottery's learning partners. It is out of the scope of this evaluation to follow up the results of this web of connections but its very existence suggests that GHF has influenced other places, and may have helped them to make positive changes. While this evidence of wider influence is largely anecdotal, it is supported by digital engagement metrics which have continued to grow year on year throughout the project. The long-term legacy of GHF learning rests on what the partners FTC, FMP and Edventure decide to do next, and specifically how they maintain the assets created through the project. This evaluation serves a vital purpose in consolidating learning, but it is the partners responsibility to steward the legacy and ensure learning is disseminated, and assets maintained.

3. Evaluation findings

3.3.4.2. Reasons to be encouraged:

i. Through the course of the project, a network of connections has developed across different sectors and places, all with an interest in developing community resilience and health, by addressing climate and environmental challenges. The Storytelling (communications) and Beyond Frome work particularly in Year 3 has amplified this further, especially through digital channels. By increasing the number of nodes and connections in the network and strengthening the links, the project has contributed to making the community working in this space bigger and more robust.

ii. FMP's reputation and influence at local, regional and national level continues to offer opportunities for learning exchange.

iii. The GHF partners, local partners in Frome / the South West who have supported delivery, and National partners such as the Walk Wheel Cycle Trust continue to model the changes GHF sought to effect, and by doing so play a vital role in influencing beyond Frome.

iv. The wide range of people and organisations interested in GHF and the work of the Civic Imaginaries Partnership in Frome further highlights Frome's potential to influence other places.

v. Other academic partners are showing an interest in working with stakeholders in Frome to examine the impact of climate and health related activities.

3.3.4.3. Considerations for the future

i. In the future, projects like GHF could consider using behavioural change research to design activities that drive behavioural change. This expertise could be proactively recruited into the project team or as a consultancy at planning stage.

ii. Other channels for influencing beyond local newspapers, magazines, websites, and social media channels could include mobile or static billboards / digital display panels in public places (bus stops, train station, shopping centres etc.).

iii. The project assets (videos, toolkits, learning papers etc.) could form a foundation for future learning and communications materials and could be leveraged and/or built on by future projects.

4. RECOMMENDATIONS AND CONCLUSION

4.1. Summary of recommendations

This section brings together all 10 recommendations from the evaluation report.

1. Working in partnership – A partnership approach **should** be the norm to ensure that climate and health related work in Frome is coherent, coordinated and responsive. New or additional partners **should** be introduced to an expanding network, based on the complementary and balancing perspective they can bring and the extent to which they can increase the appropriateness and responsiveness of the work to Frome.

2. Mapping climate and health related activities in Frome – In its role as town council, FTC **should** adopt and maintain the extended map of climate and health related projects and activities in Frome created by the GHF Project Manager. This **should** supplement the Green Business list and Green Directory and be widely available, to mitigate the risk of unnecessary overlap or duplication and highlight clear opportunities for new and complementary initiatives to be launched and implemented.

3. Budget for collaboration / partnership activities – Future partnerships **must** have specific budget / resources assigned to maintaining the partnership at the highest level of the partnership (in this case lead contacts) for example in the form of regular review meetings and joint activities that promote and enable collaboration and maintain effective communication channels.

4. Project management approach – Future collaborative projects **should** consider budgeting for and establishing a dedicated project management unit which has equal ownership and representation by partners from a decisional level of management and which supports integrated programming and delivery and the operational implementation of project workstreams.

5. Volunteering & community participation – In the future, collaborative projects such as Green & Healthy Frome **should** develop a strategy (with an accompanying plan) to encourage and support community participation and the consistent mobilisation of individuals who want to get involved with and contribute to climate and health initiatives, whether as volunteers, sessional workers or in some other capacity.

6. Baseline data – The importance of clear and consistent baseline data cannot be underestimated. In the future projects **must** prioritise the collection of specific, relevant and local baseline data, and the collection methodology must be repeatable so that it is possible to measure the extent to which project objectives and goals have been achieved as part of the evaluation process. For projects like GHF, baseline data should respond to the outcomes identified in the bid.

7. Choosing metrics to evaluate change – Since it is vital that projects like GHF are able to present demonstrable change, it is essential that appropriate metrics are identified for activities at the point where they are introduced, and ongoing measurement of progress against relevant indicators takes place. Future projects **must** embed the identification and calculation of relevant selected indicators within a robust monitoring and evaluation framework.

8. Preserving GHF project assets – In future, a clear plan **should** be agreed as part of the project planning stage, for preserving and hosting valuable digital project assets accessibly beyond the end of the project. Assets include website and linked pages, videos, toolkits and learning papers.

4. Recommendations and conclusion

9. The future of the Future Shed residencies

– Future Shed has clearly demonstrated that community-led climate and health projects are most impactful when they are nurtured in a community with access to expertise. Having learned from GHF, the partners **should** consider how best to provide this support to maximise the future and sustained impact of these networks for Frome.

10. Enabling and convening climate and health action in Frome

– In the context of differing political agendas and approaches with regard to the need for urgent climate action, and the operational and financial challenges facing community led social enterprises such as Edventure, FTC **should** reiterate the town council's vital role in ensuring progress towards local and national climate and health related goals, and FTC **must** maintain the current momentum by embedding future goals and commitments into workplans and budgets to ensure the progress to date is not de-railed or rolled back.

4.2. Learning for the partners (Edventure, FMP and FTC)

This list summarises learning drawn from across the evaluation, for the Green and Healthy Frome project partners.

- 1.** Be bold and embrace non-typical partnerships, which strengthen projects by bringing together different perspectives and ways of doing things, engage different types of people and organisations and thus expand the range of possible solutions at sticking-points.
- 2.** For effective collaboration across sectors, adopt a neutral political position and use stakeholder profiles to identify the best lens by which to engage multiple different profiles of people.
- 3.** Maintain high levels of multi-direction multi-channel communications to ensure that gaps and duplication are avoided and that opportunities to work together are seized.
- 4.** Pay attention to all aspects of partnership agreements e.g. financial, managerial, interpersonal. Plan approaches for handling things that don't go well.
- 5.** Ensure that there is a role in a core team / project management unit that actively seeks out initiatives to connect with the project both inside (e.g. organisational strategic priorities) and outside the partnership (e.g. businesses, sports and recreation clubs, academic institutions etc.) Identify when and how to approach them to amplify impact.
- 6.** Take time at the start to plan core project activities (management, decision-making structures, communications, inclusion, psychosocial support for the team, integration in the core work of each partner, monitoring and evaluation) for the project lifetime.
- 7.** Make creating effective ways of measuring impact a distinct stage in designing activity workstreams, including answering the question 'what happens at the end?'
- 8.** Embed real-time evaluation in projects, planning thoroughly from the outset so it can be used to ensure project activities are responsive to community needs and priorities throughout, and providing evidence for reallocation of resources as necessary.
- 9.** To make the task of evaluating more achievable and embed it better in complex projects, create mini-evaluation projects to examine individual components or activity streams over very short time-frames (e.g. the impact of one group bike ride). Share results with participants quickly and gain their input on how to amplify the effect.
- 10.** Where possible use the same goals and indicators as similar projects and initiatives to align the work of local projects with national and international efforts. Seek co-working opportunities.
- 11.** Expand Frome's Green Directory / Green Business page to include other sustainable businesses, community networks and links to tools and apps to support individuals, households and businesses wanting to reduce climate impact and improve their health and financial expenditures.

4.3. Learning for the funder (The National Lottery Climate Action Fund)

This list summarises learning for TNL CAF to support future similar projects.

- 1.** Provide more extensive and directive monitoring and evaluation support, for example templates, a monitoring and evaluation toolkit, short walk-through examples of how M&E can be done in different types of projects, a checklist of monitoring and evaluation guidance, meet-ups for MEAL leads. Meaningfully quantifying impact in the climate space is fraught with difficulty and conflicting perspectives, so people implementing projects need clear guidance on how to measure progress and achievements.
- 2.** Prompt future projects to frequently update their map of existing local initiatives and projects so that they can amplify rather than duplicate efforts, and integrate with others who could connect with them (as supporters, partners, collaborators, advisors etc.) and lead to more sustainable outcomes beyond the end of their funding.
- 3.** Residencies are a creative and viable model for funding the incubation of community-led networks as movements for positive change. A Future Shed 'blueprint' should be developed to support other places to adopt a similar approach, based on the learning materials created within the uplift. With the interest shifting to funding community level work, such groups need meaningful funding to get appropriate expert support.
- 4.** Since most climate action involves introducing and embedding changes in people's behaviour, make behavioural change expertise accessible to projects at the point of detailed design and planning to ensure their activities have the maximum chance of achieving lasting outcomes.

4.4. Conclusions

Green and Healthy Frome has achieved extraordinary things, and courage has been shown by the Climate Action Fund and the GHF partners in funding and running this complex project that tackles systemic issues through a range of activities with multiple systems touch-points. Overall, the project has helped Frome to move in the direction of transformed systems, and this has been achieved by:

- 1.** Gaining a greater understanding of people's reasons for doing things the way they do, and through multiple touchpoints, introducing different attitudes and behaviours which when adopted result in a felt change in health, in the local environment and in people's pockets.
- 2.** Developing a diverse and distributed cohort of residents (including people with disabilities, young people, families and older people from a range of backgrounds) who are highly aware and equipped with expertise, able to share their knowledge in their own community networks to raise and enrich the community's understanding of health, climate, energy efficiency, environment care and meaningful action that we can take together to improve things.
- 3.** Modelling community-enhancing collective action on issues that people in Frome care about: eating together, mending, preserving, enjoying and celebrating natural resources, planting and harvesting, elevating creativity.
- 4.** Expanding expertise and influence within major institutions, and moving into active influencing within bigger systems including local regional government, health and business.
- 5.** Creating new partnerships and opportunities to have further impact at scale, from better and stronger networked relationships across Frome, into other sectors such as education and transport.

There are now new ways for people in Frome to access healthier, more climate-friendly and community-enriching options, approaches and solutions, and there is growing evidence that people in Frome know how to get advice and support on all aspects of health >< climate >< community action. Encouragingly, opportunities that could be leveraged for greater impact at systems level have not passed by, for example the co-benefits of co-work and strategic alignment such as Active Travel and Safer Streets with FMP and FCBP; FTC's Healthy Homes / Retrofit with the new community DIY shop 'Fromebase' at Edventure, and opportunities to further the work with schools through YCAG and Plastic Free.Period.

The process of this evaluation has identified some different ways of quantifying progress, and this can be built out further in future monitoring and evaluation plans beyond GHF.

Project representatives have themselves developed in expertise by speaking with colleagues at all levels as well as at multiple national events and conferences, sharing learning and inspiration from the project. These enhanced communications skills coupled with project learning about how to communicate about climate can be further leveraged in different contexts and media, from the Frome Times and Frome FM Radio Station to specialist networks, Great Collaboration banter sessions, NHS awards, academia (Civic Imaginaries Partnership) and CAF's learning events.

Finally, through Green and Healthy Frome a network of connections has developed across different sectors and places, all with an interest in developing community resilience and health by addressing climate and environmental challenges. By increasing the number of nodes and connections in the network and strengthening the links, the project has contributed to making the community working in this space bigger and more robust.

APPENDIX I STRUCTURE AND WORKPLAN OF FINAL EVALUATION

Detailed stages of the evaluation

Stage 1 - Inception

September to October 2025

Inception is a critical stage where the precise parameters of the evaluation are defined and agreed.

1. Gather documentation (key project documents including previous evaluations and reports)
2. Review documents
3. Map key stakeholders (primary and secondary)
4. Develop the evaluation matrix (evaluation questions, bases of judgement, indicators and/or means of verification, proposed information sources)
5. Develop interview and focus group protocols, online survey/s
6. Agree workplan and key milestones

Stage 2 - Data collection

October to December 2025

There were four main types of data collection activity in this evaluation.

Qualitative and quantitative dataset was gathered through:

1. Document review

Over 200 documents e.g. GHF Project Proposal and overview (M&E plans); Y1, midpoint and Y2 evaluations; GHF project background information, comms & media outputs

2. Reference research

e.g. Relevant outcomes frameworks; SROI and Carbon Savings M&E frameworks; CAF documentation over the project cycle

3. Key Informant Interviews

20+ e.g. Leads from partner organisations; CAF representative; Workstream Leads; Project Management; Key community participants / representatives; M&E project leads

4. Focus Group Discussions

e.g. Workstream Leads, Participants in workstream-level projects, Future Shed residency leads

Stage 3 - Analysis

November 2025 to January 2026

Analysis was undertaken in accordance with CAF guidelines, best practice evaluation protocols, and the evaluation matrix and framework designed and agreed at inception stage. We integrated early findings with the full dataset and reviewed them against the overarching evaluation objectives and questions to generate insight, sense-check and elicit additional lines of inquiry where necessary.

The Conscious Project prefers a 'utilisation' based approach when evaluating and evaluates in partnership with its client/s, so analysis and sensemaking are integrated, iterative and cyclical. In other words, we don't just look at all the data and numbers, crunch them together and present them back to you! Rather we review WITH you a consolidation and summary of findings, looking for patterns and meaning, asking you 'what do you see, what does this mean, what else?' to elicit insights and achieve clarity.

We used AI to support some initial data analysis but we are acutely aware of the environmental impact of AI. We worked in line with GHF's AI stipulations and preferences. All deliverables have been produced by humans.

Stage 4 - Report

February to March 2026

- We aim to report succinctly and clearly, without repetition.
- We believe that evaluation recommendations emerge from dialogue in partnership and should not come as a surprise in a final report.
- We address our recommendations towards stakeholders – in Frome, Beyond Frome, CAF - and that they align with wider thinking, learning and understanding.
- We recognise this project contributes to wider place-based efforts to embed climate-related behaviour change in communities. To facilitate this we write as accessibly and clearly as possible in English.
- A substantial component of the report is 'Learning for the future' including how to partner effectively at a local multi-sectoral level, how to measure and evaluate change and how to communicate about it. We hope the evaluation will throw light on ways to measure change aside from monetising energy and natural systems, and will help other places and communities to address climate and health meaningfully.
- We anticipate our report will provide guidance to CAF as well as to people in Frome, to support future endeavours to tackle climate and health challenges in a holistic, effective manner, and the risks and challenges to be navigated in doing so.

APPENDIX II EVALUATION IN GREEN & HEALTHY FROME

The Evaluation work package was embedded in the full award to measure project impact and facilitate continuous feedback and learning throughout the project. By dedicating resources to evaluation capacity within FMP, and project-wide in FTC, it was expected that many of the challenges of collecting data across three diverse organisations would be overcome. It was acknowledged from the outset that evaluation would be challenging across such a wide range of activities and settings, so academic support from Plymouth University was recruited, along with a consultancy from Social Change UK who were to undertake the SROI evaluation.

Monitoring and Evaluation purpose

The bid outlined the following activities for the evaluator's work:

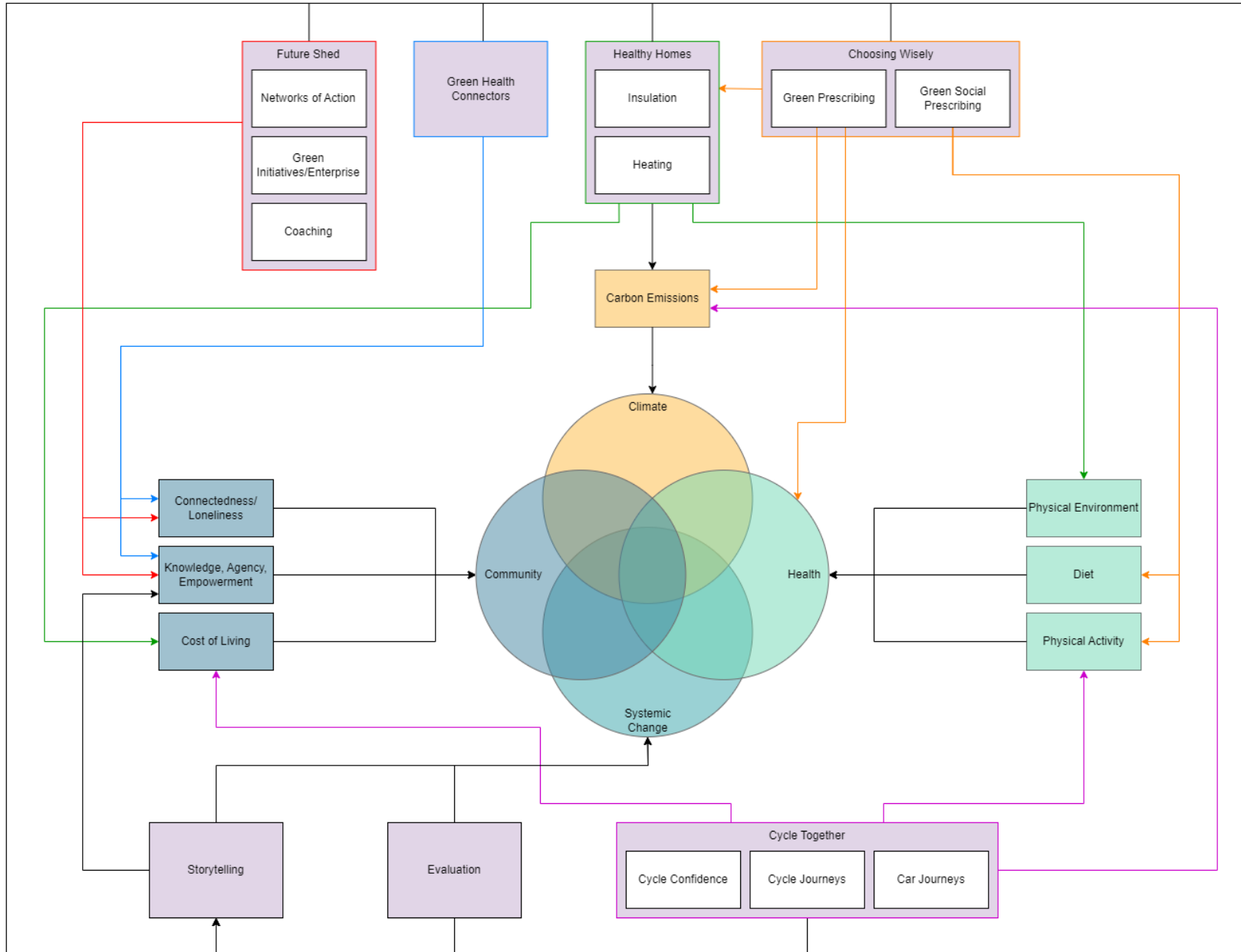
1. Robust analysis of key health and climate-related outcomes using qualitative and quantitative data to inform ongoing and future initiatives
2. Communicating this knowledge effectively across diverse community networks, academia and government
3. Providing evidence and tools for effective action in other settings
4. Engaging critically with systemic issues that contribute to the climate and health emergency and offer examples of effective policy alternatives
5. Maintaining follow-up on the co-benefit (health >< financial >< community) approach to climate action
6. Promoting project activities as effective tools to drive behaviour change, by researching long-term effects over an extended longitudinal period.

The evaluation work package was tasked with identifying exactly what activities and initiatives are effective, and quantifying their value in recognised terms (e.g. carbon savings, financial savings). The purpose was to build a case for future social investment by funders.

The bid outlined the expected changes that the evaluation work package would track progress against:

- Achieving project aims and the targets set for attitudes and behaviour changes
- Targets / outputs set by individual work packages
- Progress towards long-term changes in the four domains of climate, health, community and systemic impacts.

Figure 2: Draft Evaluation Plan diagram from Summer 2023



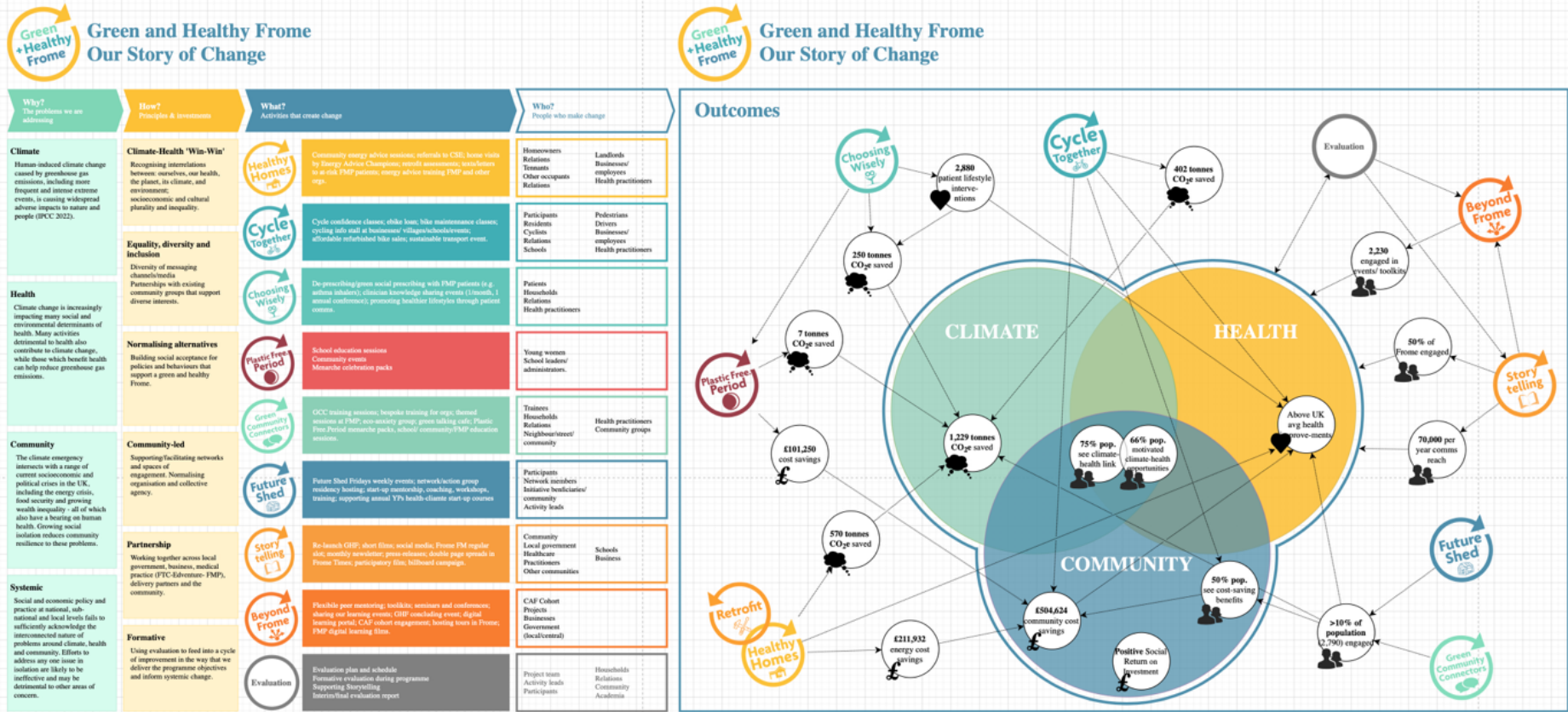
Monitoring and Evaluation planning

We found an early diagram³⁶ (Figure 2) that outlined some of the possible relationships between project activities and impact in the nexus of community, climate, health and systemic change. A draft data collection plan linked the work-package activities with these domains and potential qualitative and quantitative measures, but did not include detail on monitoring indicators, results chain or connections with an updated Theory of Change, monitoring and evaluation questions, measurement methods, reference values or a timeline.

The relationship with Plymouth University researchers (the project's academic partner) continued from a partnership in the development stage that supported the design and delivery of the baseline survey. It was anticipated that two researchers (one bringing qualitative and one quantitative method expertise) would continue as advisors on methods, surveys and data analysis during the 2023-26 project. However, staff changes at FTC and at the university disrupted the continuity of working relationships, to the extent that this support had ceased completely by Year 2.

³⁶Draft Evaluation plan diagram.png

Figure 3: Green and Healthy Frome Theory of Change and diagram of relationships between workstreams and impacts



Evaluation effectiveness

The result of the changes to - and limitations of - evaluation work within the project particularly impacted the effectiveness of the Storytelling and Beyond Frome Learning workstreams, as both were dependent on a convincing data thread evidencing change and progress to support communications. The project's internal monitoring, evaluation and learning process was effective to some extent in contributing to real-time adaptations to the other (delivery) workstreams. Embedded evaluation capacity in FMP in particular supported the Choosing Wisely, PlasticFree.Period. and Green Connectors workstreams to make timely and responsive changes to their activities, eliciting learning and contributing to changes in practice. A more traditionally structured M&E framework underpinning the project as a whole, incorporating thorough planning, identification of indicators, live theory of change, real-time evaluation and learning cycles, and detailed outcomes expressed in qualitative and quantitative terms, would have better served the project in tracking change.

Measuring CO₂e

The project was ambitious in the estimates of carbon savings that might be made & measured. The bid aimed to make a significant contribution towards reducing carbon emissions towards net-zero in Frome, ...'an estimated 48,947³⁷ tonnes CO₂e annually'... and continued:

- We are able to attach informed estimates for carbon savings to approximately 30% of our work (parts of **Healthy Homes, Cycle Together, Choosing Wisely, Plastic Free. Period**)- a total of 1,229 tonnes³⁸.
- Further cumulative carbon reductions resulting from activities we cannot yet quantify and activities supporting community behavioural change. In particular, those resulting from lifestyle advice, Green Community Connectors training and initiatives emerging from Future Shed, which remain beyond quantification given resources available.

We were unable to find the calculations supporting these estimates. Carbon emissions savings were measured in Choosing Wisely and Plastic Free.Period. for the lifetime of the project and are represented in this report. The data collected in Healthy Homes and Cycle Together for the first two years of the project was not available to us.

Data confidence

The confidence we can claim in the data presented varies widely according to activities, making final calculated figures less reliable when data from different activities and workstreams are aggregated. To take an example from the Choosing Wisely workstream, initial savings were based on high-confidence metrics; switching from one kind of inhaler to another. This involved a single simple calculation and used accurate figures from a reliable source (the NHS procurement agency) to deliver a reliable final figure. In contrast, within the same workstream, the carbon savings from people switching from injected to tablet-form B12 were measured by how many visits they made to the surgery. This calculation required multiple stages of assumption, aggregation and averaging to deliver a result; one in which we can have far less confidence. We are certainly still saving emissions, but we can only give a ballpark estimate of how much.

Given the significant obstacles involved in calculating overall carbon savings in a complex systems-based project, future projects might create several evaluation sub-projects and focus on specific activities within one workstream at a time. This would enable a baseline and specific indicators to be established, a standard set of assumptions agreed with validated reference value ranges, and robust, relevant data to be collected, from which it could be possible to elicit learnings and guide project progress.

³⁷Frome's carbon footprint is estimated to be 181,284 tonnes of CO₂e. As citizens and as a community we can directly influence and reduce approximately 27% according to the Power to the People report (<https://takethejump.org/power-of-people>) or 48,947 tonnes here in Frome

³⁸See 19 - *Reach and output totals spreadsheet for details* - footnote from the bid - this spreadsheet was not available to us

APPENDIX III LEARNING FROM APPLYING SROI TO GREEN AND HEALTHY FROME

An experienced Social Return on Investment (SROI) partner was engaged to assess the value of GHF. The contract ran from July 2023 to February 2024 and ended by mutual consent. This case study summarises learning about the suitability of SROI as a tool for value measurement of a complex, evolving climate and health project, to inform funders and future users.

What We Learned About SROI

1. Implementing the SROI methodology requires internal project capacity

- SROI implementation coincided with project scale-up, recruitment and induction.
- The Evaluation Lead had no previous experience of SROI, and a heavy workload setting up monitoring measures across the project at the beginning of the grant period.
- Tendering and onboarding took four months, delaying integration of SROI.
- Late starts to some workstreams reduced opportunities to embed SROI processes.

2. SROI methodology is best matched to discrete, medium-term projects with clear behaviour-change outcomes

“Most of what makes communities thrive cannot be captured by cost-benefit analysis alone” Amy Burnett

GHF was a complex, adaptive and highly diverse project, aiming towards systems change. Each workstream required a tailored SROI approach which increased the timeline, workload and cost. This reduced the practicality of the SROI methodology.

3. The project timescale must correlate with SROI methodology timescales for effective value realisation

Implementation delays shortened the effective data collection window for SROI from three years to just over two, yet many climate and health co-benefits will not emerge until after the project ends. Attempting to capture long-term outcomes within the available timescales affected the validity of SROI as a tool for GHF, risking overreliance on speculation and resulting weak valuation.

4. There must be a clear ‘fit’ both in terms of the evaluation methodology and timely access to the required data

- Many GHF interventions were light-touch or embedded in routine services, making detailed data collection inappropriate or impractical.
- As project survey response rates were reducing, concern arose that adding SROI questions to existing surveys risked further lowering responses.
- Reliance on proxy or staff-reported outcomes appeared overly subjective and unreliable.

Key Learning

- During project development, engage a SROI specialist to identify if SROI is a good fit.
- Be realistic about the scope of the SROI process. Considerations include the complexity and duration of the project, and accessibility of required data.
- Ensure staff capacity and skills are in place to manage the consultancy.
- Build in implementation time and contingency for delays and outcome lag.

APPENDIX IV CHANGING THINKING ON RETROFIT AND RENEWABLES IN FROME

At the start of GHF, mainstream thinking on home energy efficiency was focused on 'fabric-first' and 'whole-house'; the philosophy was to improve the building envelope (through insulation, airtightness, windows, thermal bridges) before adding low-carbon technologies. This approach was rooted in building physics research showing that reduced heat demand delivers the most robust, long-term performance gains, and preferred both by academia and policy (the Committee on Climate Change).

However, 'whole-house' retrofit often involves major works and in-depth design, and can be expensive and disruptive. Coupled with lengthy pay-back periods this can put people off engaging with retrofit at any level.

Over the last few years another approach has started to gain popularity. Public and policy conversations have shifted toward a 'tech-first' approach, with installation of heat pumps, rooftop solar PV, home batteries, EV chargers and smart controls as the entry point to retrofit, sometimes ahead of building upgrades.

This change has been driven by behavioural and social research that found households often prefer upgrades that signal climate action and deliver immediate bill savings (Sovacool et al., 2020; Wilson et al., 2018). The 2022 energy crisis and ongoing high electricity prices added to the popularity of 'tech-first'. The appeal of drastic savings without the disruption of major internal works, coupled with improvements in technologies, falling costs and generous subsidy schemes designed to support emerging markets (e.g. BUS grants for heat pumps) reduced pay-back periods for technology. Going tech-first does not stop households from also making building envelope improvements along a slower timeline.

Continued grid decarbonisation means electrification can reduce emissions even in moderately insulated homes. Technology and installation improvements have now made it viable to install a heat pump in homes like many in Frome, that were not considered appropriate only a few years ago ([Heat pumps in older properties](#)).

While building science still supports fabric-first as optimal in theory and technological advances have reduced pay-back periods for retrofit improvements, policy and consumer behaviour increasingly favour rapid electrification and smart technologies, with fabric upgrades phased in more selectively. We're supporting both approaches in Frome with immediate energy advice and retrofit assessments/support as well as providing up-to-date information and guidance on installing solar and low-carbon technologies. It's not either/or - deep retrofit and low carbon technologies go hand-in-hand.

GREEN AND HEALTHY FROME RESOURCES

A wide range of resources were created from the project, which have been made available to support similar future work in Frome and beyond. These include films, toolkits, learning insights from the workstreams, 'zines and materials on partner and other websites. A curated but not exhaustive list is presented here:

GHF home page

<https://greenhealthyfrome.org/>

The Green and Healthy Frome website hosts a suite of learning insights, the project evaluation documents and other project resources

GHF shared learning page

<https://greenhealthyfrome.org/our-learnings/>

Rural Changemakers resources

<http://edventurefrome.org/rural-changemakers>

Edventure's website hosts the resources generated from the Rural Changemakers project

For more information about the project partners and their role in Green and Healthy Frome, visit:

Edventure

<https://edventurefrome.org/offerings/green-healthy-frome>

Frome Medical Practice

<https://www.fromemedicalpractice.co.uk/green-and-healthy-frome>

Frome Town Council

<https://www.frometowncouncil.gov.uk/our-community/our-sustainability-work/green-and-healthy-frome>

For more information about GHF's partners and supporting organisations, visit:

Frome Community Bike Project

<https://www.fromebikeproject.org>

Sustainable Frome

<https://sustainablefrome.org.uk>

Centre for Sustainable Energy

<https://www.cse.org.uk>

Centre for Energy Equality

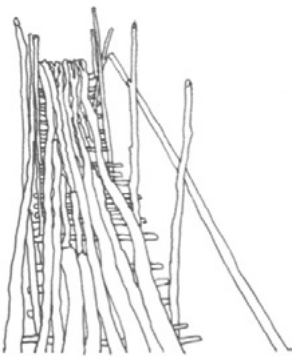
<https://cee-uk.com>

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